Making the Most of the Media: The Key Takeaway

The news industry is changing fast, but it still shapes Americans’ opinions about their water and the people who are responsible for it. In this training, you’ll explore both old-school public relations and high-tech digital techniques for working with journalists to get the coverage you want.
Agenda

- Warm Up
- **The State of the News Media**
- Working With Journalists
  - Who’s Who in the Newsroom
  - Types of News
  - Three Tools for Getting Journalist’s Attention
- News Media and Social Media
  - How Journalists Use Social Media
  - Finding Journalists on Social Media
  - Engage Journalists Using the Social Skills
- Wrap Up/Q&A
News media is **declining and merging with social media**... and your habits and views about news media might be different from the audiences you are trying to reach.
The State of the News Media

Trust in Mass Media, by Political Party

% Great deal/Fair amount of trust and confidence

- Republicans
- Democrats
- Independents

1997 1999 2001 2003 2005 2007 2009 2011 2013 2015 2017 2019

GALLUP
The State of the News Media

- Nearly two-thirds of U.S. adults (64%) say fabricated news stories cause a great deal of confusion about the basic facts of current issues and events.
- About half (51%) say they often see political news online that is at least somewhat inaccurate.
- About one-third (32%) say they see news that is almost completely made up.

Newspapers and traditional media continue to slide among all demographic groups.
While television remains the most common place for Americans to get their news, with local TV outpacing cable and network TV, local TV news saw its audience decline across all time slots studied this past year.
The State of the News Media

% of U.S. adults who use at least one social media site

0 20 40 60 80
“Two-thirds of Americans (67%) get at least some news on social media. **Nonwhites and the less educated increasingly say they get news on social media.**”
According to the Pew Research Center, the top five social media sites in 2019 were:

- YouTube
- Facebook
- Instagram
- Pinterest
- LinkedIn
- Snapchat
- Twitter
The State of the News Media

**Surprise!** 53% of adults 65 and older use Facebook

<table>
<thead>
<tr>
<th>Age Group</th>
<th>% of online adults who use Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
<td>79%</td>
</tr>
<tr>
<td>Men</td>
<td>75%</td>
</tr>
<tr>
<td>Women</td>
<td>83%</td>
</tr>
<tr>
<td>18-29</td>
<td>86%</td>
</tr>
<tr>
<td>30-49</td>
<td>84%</td>
</tr>
<tr>
<td>50-64</td>
<td>72%</td>
</tr>
<tr>
<td>65+</td>
<td>62%</td>
</tr>
<tr>
<td>High school degree or less</td>
<td>77%</td>
</tr>
<tr>
<td>Some college</td>
<td>82%</td>
</tr>
<tr>
<td>College+</td>
<td>79%</td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>84%</td>
</tr>
<tr>
<td>$30K-49,999</td>
<td>80%</td>
</tr>
<tr>
<td>$50K-74,999</td>
<td>75%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>77%</td>
</tr>
<tr>
<td>Urban</td>
<td>81%</td>
</tr>
<tr>
<td>Suburban</td>
<td>77%</td>
</tr>
<tr>
<td>Rural</td>
<td>81%</td>
</tr>
</tbody>
</table>

Note: Race/ethnicity/breaks not shown due to sample size.
Source: Survey conducted March 7-April 14, 2016.
“Social Media Update 2016”
PEW RESEARCH CENTER
**Surprise!** Lower income individuals are *more likely* to use Facebook than higher income individuals.
Surprise! Rural residents are just as likely to use Facebook as urban residents.
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## Who’s Who in the Newsroom

### Making the Most of the Media

#### In-Class Handout

<table>
<thead>
<tr>
<th>Title</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beat Reporter</td>
<td>An experienced reporter who covers one or more topics consistently</td>
</tr>
<tr>
<td>Copy Editor/Video Editor</td>
<td>Bosses and managers</td>
</tr>
<tr>
<td>Editor-in-Chief, Managing</td>
<td>Dole assignments to reporters</td>
</tr>
<tr>
<td>editor, etc.</td>
<td></td>
</tr>
<tr>
<td>Editorial/Opinion Editor</td>
<td>Entry level reporters who cover the news of the day</td>
</tr>
<tr>
<td>Enterprise/investigative</td>
<td>Oversees opinion pieces from the outlet and guest voices</td>
</tr>
<tr>
<td>Reporter</td>
<td></td>
</tr>
<tr>
<td>General Assignment</td>
<td>Polish reporters’ work</td>
</tr>
<tr>
<td>Reporter/Local News Report</td>
<td></td>
</tr>
<tr>
<td>News or Assignment Editor</td>
<td>Reporters who dig deep into somebody’s dirty laundry</td>
</tr>
</tbody>
</table>

Page 7 in your In-Class Exercises
<table>
<thead>
<tr>
<th>Title</th>
<th>Role</th>
<th>How You Might Deal With Them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beat Reporter</td>
<td>An experienced reporter who covers one or more topics consistently</td>
<td>Pitch story ideas to them, respond to requests for information and interviews</td>
</tr>
<tr>
<td>Copy Editor/Video Editor:</td>
<td>Polish reporters' work</td>
<td>You probably won’t — but they shape the final story</td>
</tr>
<tr>
<td>Editor-in-Chief, Managing Editor, etc.</td>
<td>Bosses and managers</td>
<td>If you need to complain about a reporter's conduct</td>
</tr>
<tr>
<td>Editorial/Opinion Editor:</td>
<td>Oversee opinion pieces from the outlet and guest voices</td>
<td>You can offer opinion pieces and meet with them to request the outlet take a stand on your issue</td>
</tr>
<tr>
<td>Enterprise/Investigative Reporter</td>
<td>Reporters who dig deep into somebody's dirty laundry</td>
<td>Pitch story ideas to them, respond to requests for information and interviews</td>
</tr>
<tr>
<td>General Assignment Reporter/Local News Reporter</td>
<td>Entry level reporters who cover the news of the day</td>
<td>Pitch story ideas to them, respond to requests for information and interviews</td>
</tr>
<tr>
<td>News or Assignment Editor</td>
<td>Dole assignments to reporters</td>
<td>Pitch story ideas to them</td>
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“\(\frac{3}{4}\) of the ‘news’ is NEW”
## Types of News

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard News</td>
<td>Reporting of new information, without opinion</td>
<td>News outlets strongly prefer to report hard news the day it happens. If they can’t get a hard news story into the day’s roster, they usually drop it</td>
</tr>
<tr>
<td>Breaking News</td>
<td>Reporting of unexpected events: disasters, crimes, military action</td>
<td>“We interrupt this broadcast...”</td>
</tr>
<tr>
<td>Feature or Soft News</td>
<td>In-depth pieces on trends, big picture stories, etc.</td>
<td>Features often appear a few days or weeks after hard or breaking news on the same topic. Features often appear on “slow news days” and are commonly bumped to make room for hard or breaking news.</td>
</tr>
<tr>
<td>Investigative News</td>
<td>A deep dive into somebody’s dirty laundry</td>
<td>The rarest form of news. Investigative stories can take weeks or months to prepare, and often appear on “slow news days”</td>
</tr>
<tr>
<td>Opinion or “Op Ed”</td>
<td>An opinion on the news offered by a third party, not representing the opinions of the media outlet</td>
<td>News outlets generally prefer to run Op Eds that provide opinion on issues that have been in the news recently</td>
</tr>
<tr>
<td>Editorial</td>
<td>An opinion offered by the media outlet (usually print, rarely broadcast)</td>
<td>Newspapers typically run editorials on a regular basis to offer their take on recent news</td>
</tr>
</tbody>
</table>
Editorial: Trump’s pro-environmental reviews rules are as bad as you’d expect

The Trump administration's proposed new environmental regulations would largely ignore the impact of climate change in considering many new projects, including private pipelines. (Los Angeles Times)

By THE TIMES EDITORIAL BOARD | JAN. 30, 2020 | 3 AM

In what could be the administration’s broadest attack yet on federal environmental regulations, the Trump administration on Thursday proposed making it easier to approve major energy and infrastructure projects, including new highways and pipelines, without full consideration of their environmental impact or their effects on climate change. Billed as an effort to make the 1970 National Environmental Policy Act more efficient, the new rules would make it easier for many projects with significant detrimental environmental impacts to proceed without crucial reviews.
JUST IN: Sanitary sewer overflow in Lake Odessa

By The Daily News Staff on January 12, 2020

LAKE ODESSA — The Lakewood Wastewater Authority had a sanitary sewer overflow in Ionia County on Saturday at 1619 Jordan Lake St. in Lake Odessa.

The overflow began at 9:27 a.m. and ended at 12:15 p.m., according to Doug Suntken, superintendent of the Lakewood Wastewater Authority.

The Ionia County Health Department and the Michigan Department of Environment, Great Lakes & Energy (EGLE) were both notified, according to Suntken.
Types of News

Keystone oil spill casts doubt on the safety of proposed Keystone XL pipeline

Living on Earth
November 26, 2019 - 11:45 AM EST
Written by Adam Wernicki

The Keystone pipeline spilled nearly 400,000 gallons of tar sands oil into a wetland in Walsh County, North Dakota.

On Oct. 29, 2019, a nearly 400,000-gallon oil spill was discovered in the Keystone pipeline system in North Dakota. The spill inundated a wetland with heavy crude oil mined from the Alberta tar sands.

Report of the spill came on the same day Keystone operator, TC Energy, was assuring regulators at a hearing that it has properly considered the environmental and safety impacts of its controversial proposed pipeline extension, known as Keystone XL.
Types of News

WHNT News 19 investigation: A busy year tracking 3M’s environmental impact in North Alabama

DECATUR, Ala. – Illegal chemical releases, a multi-million dollar settlement, and a federal investigation. Those are just some of the headlines of the year for 3M’s Decatur plant.

At the start of 2019, WHNT News 19’s investigative team traveled to Minnesota, the birthplace of 3M. We wanted to understand how and why Minnesota took a different approach from the state of Alabama when dealing with contamination tied to 3M’s PFAS chemicals. The chemicals were found at unhealthy levels in the drinking water in Lawrence County in 2016, but the state didn’t stop there. After those same chemicals were found in Minnesota’s drinking water -- the attorney general sued 3M -- and got an $850 million settlement for cleanup.
Guest Opinion: Congress should fulfill Water Conservation Fund

By Thomas Gery  
Posted at 5:16 AM

I have spent countless days with my children on public lands enjoying Southeastern Pennsylvania’s great outdoors creating lifelong memories. I’m proud to pass on my love of this nation’s land to them and am equally rewarded to see that love passed on from my children to theirs.

But I am fully aware that protection of these wondrous spaces is continually challenged, and without proper vigilance, these spaces may not be around for my great-grandchildren.

Since 1964 the chief protector of our nation’s public lands and waterways has been the Land and Water Conservation Fund, or LWCF, a bipartisan program designed to safeguard our nation’s most precious natural resources, ensuring that every American has access to our nation’s historic battlefields, local ballfields and everything in between at no cost to the taxpayer.
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Three Tools for Getting Journalists’ Attention

Sample Media Pitch (Pool Good)

Hi Reporter Name,

I’m just getting to this point. Brief summary of why you think this journalist’s past work suggests this might fit for them: I followed your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

Brief summary of story: you use particular details: My organization has recently concluded negotiations with a large corporation in the area to begin a major stream restoration project on a tributary flowing through their facility. We anticipate breaking ground on the project in the near future. The company will contribute $100,000 to the project, and dozens of staff will help with the tree planting at the end of the project.

Terms of the offer: I’d like to offer you advance, exclusive access to this story before the public announcement. If you and editors agree to this offer, we’ll provide you with background materials, interviews with key players, and access to the site to take photos.

I’d love to hear from you if you’re interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your Name

Contact Info

Sample Media Pitch (Hit Hard)

Hi Reporter Name,

I’m just getting to this point. Brief summary of why you think this journalist’s past work suggests this might fit for them: I follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

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I’d love to hear from you if you’re interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your Name

Contact Info

Sample News Release

FOR IMMEDIATE RELEASE
Date: (insert date)

Contact: Carla Conservationist, (657) 494-3216, carla.conservationist@local.org

NEWS: Piney Run Restoration Benefits Local Farm, Downstream Neighbors

Successful project reduces erosion, flooding, and water pollution

Located on the banks of the Piney Run, a farmer-owned and operated farm has benefited from a successful restoration project that reduced erosion, flooding, and water pollution in the area.

The project, which was funded through local and state grants, involved the installation of erosion control structures and the planting of native vegetation along the streambank. These efforts helped to stabilize the streambank and reduce the amount of sediment and nutrients entering the stream, improving water quality for downstream neighbors.

“Without these efforts, the farm would have faced significant losses in productivity,” said Farmer John, a local farmer. “We’re grateful to the Conservation District and our partners for making this project possible.”

The project was also supported by funding from the state of Maryland and the U.S. Department of Agriculture. The local Conservation District acted as the project manager and is in the process of seeking additional funding for similar projects in the future.

For more information, please contact Carla Conservationist at (657) 494-3216 or carla.conservationist@local.org.

Media Advisory: Stream Restoration Ribbon Cutting

When: Tuesday, October 30th, 2019, 10:00 a.m.

Where: Featherless Farms, 123 Country Road, Small Town, Pennsylvania 16761

Media Contact: Carla Conservationist, (657) 494-3216, carla.conservationist@local.org

The Conservation District will commemorate the completion of a restoration project along 300 yards of streambank along Piney Run, which runs through Featherless Farms. The project, which is a win-win for Featherless Farms and downstream communities, will benefit from reduced streambank erosion that was slowly eating away valuable pasture. Downstream neighbors will enjoy cleaner water and reduced flooding downstream of the restoration site.
# Three Tools for Getting Journalists’ Attention

<table>
<thead>
<tr>
<th></th>
<th>Pitch</th>
<th>Media Advisory</th>
<th>Press Release</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is it?</strong></td>
<td>A story proposal to an individual journalist by name</td>
<td>An invitation to journalists to participate in an event that you organize — and prepare a story based on what happens there.</td>
<td>A pre-packaged story that you offer to media outlets to either run verbatim or edit as they see fit — <em>without</em> crediting you as the source.</td>
</tr>
<tr>
<td><strong>What’s Hard</strong></td>
<td>You must find the right reporter and their email address/phone number/twitter handle</td>
<td>You must organize an event! You have to coordinate with participants to meet journalists’ needs for background information, interviews, and photos.</td>
<td>You have to write a story and find photos that meet journalistic standards. You may need to ghostwrite quotes for individuals and secure their approval to use them.</td>
</tr>
<tr>
<td><strong>What’s Easy</strong></td>
<td>Short! The pitch is private — you don’t have to format it for public consumption or posting on the web</td>
<td>You don’t have to write much.</td>
<td>You don’t have to organize an event.</td>
</tr>
<tr>
<td><strong>Your Competition</strong></td>
<td>Countless other pitches the journalist gets</td>
<td>Breaking news that is higher priority than your story.</td>
<td>Media outlets often have their pick of press releases to choose from.</td>
</tr>
<tr>
<td><strong>You Do Control</strong></td>
<td>Which journalists receive your pitch</td>
<td>The date, time, and location of the event, as well as who is there for the journalists to talk to.</td>
<td>The story and photos you offer to the media outlet.</td>
</tr>
<tr>
<td><strong>You Don’t Control</strong></td>
<td>How they receive your pitch — and how well their editors receive the pitch</td>
<td>The weather. What participants tell the journalist.</td>
<td>How the media outlet edits your press release, and what additional sources they interview.</td>
</tr>
<tr>
<td><strong>Journalists Wonder</strong></td>
<td>Is this pitch exclusive? Will my editor approve me working on this story? Who else can I get a soundbite from?</td>
<td>Will the event be worth the time commitment? What other journalists will be there?</td>
<td>How many other journalists are going to do this story? Is this a credible source?</td>
</tr>
</tbody>
</table>
Three Tools for Getting Journalists’ Attention

Sample Media Pitch (First Draft)

Hi [Reporter Name],

I’ll get straight to the point. A brief summary of why you think this journalist’s past work suggests this might fit for them: I follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

A brief summary of story, minus any particular details: My organization has recently concluded negotiations with a large corporation in this area to begin a major stream restoration project on a riverbank fronting on their facility. We anticipate breaking ground on the project in the near future. The company will contribute $400,000 to the project, and dozens of staff will help with the tree planting at the end of the project.

Terms of the offer: If you’d like to offer this advance, exclusive access to this story before the public announcement, if you and editors agree to this offer, we’ll provide you with background materials, interviews with key players, and access to the site to take photos.

I’ll touch base tomorrow to see if you are interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your Name

Sample Media Pitch (Bit Harder)

Hi [Reporter Name],

I’ll get straight to the point. A brief summary of why you think this journalist’s past work suggests this might fit for them: I follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

A brief summary of story, minus any particular details: As you know, Polluter Corp is proposing to locate a new facility in this area. My organization is opposed to this on the grounds that it will cause a lot of environmental damage and will cost a hundred of jobs.

Terms of the offer: If you want to look into this story, we are standing by to help you. We have documents that demonstrate that Polluter Corp has a long history of toxic waste leaks at other sites, and we have spokespeople from those communities who are ready to tell their story. We want to provide these materials to a journalist who will dig deep to get to the truth.

I’ll touch base tomorrow to see if you are interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your Name

Sample Media Pitch (Best Case)

Hi [Reporter Name],

I’ll get straight to the point. A brief summary of why you think this journalist’s past work suggests this might fit for them: I follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

A brief summary of story, minus any particular details: As you know, Polluter Corp is proposing to locate a new facility in this area. My organization is opposed to this on the grounds that it will cause a lot of environmental damage and will cost a hundred of jobs.

Terms of the offer: If you want to look into this story, we are standing by to help you. We have documents that demonstrate that Polluter Corp has a long history of toxic waste leaks at other sites, and we have spokespeople from those communities who are ready to tell their story. We want to provide these materials to a journalist who will dig deep to get to the truth.

I’ll touch base tomorrow to see if you are interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your Name

Page 19: Pitch email or Social Media “Direct Message”
Show that you are familiar with their work and have selected them thoughtfully for the pitch.
Three Tools for Getting Journalists’ Attention

Offer a few details to pique their interest, but don’t give away the story.
Three Tools for Getting Journalists’ Attention

Sample Media Pitch (Full Goal)

Hi reporter name,

I’ll get straight to the point. A brief summary of why you think this journalis’s past work suggests this might fit for them: I follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

A brief summary of story minus any particular details. My organization has recently concluded negotiations with a large corporation in this area to begin a major stream restoration project on a riverway fluming through their facility. We anticipate breaking ground on the project in the near future. The company will contribute $400,000 to the project, and dozens of staff will help with the tree planting at the end of the project.

Terms of the offer: I’d like to offer you advance, exclusive access to this story before the public announcement. If you and editors agree to this offer, we’ll provide you with background materials, interviews with key players, and access to the site to take photos.

I’ll touch base tomorrow to see if you are interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your name
Contact info

Sample Media Pitch (Bit Hard)

Hi reporter name,

I’ll get straight to the point. A brief summary of why you think this journalis’s past work suggests this might fit for them: I follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

A brief summary of story minus any particular details. As you know, Polluted Corp is proposing to locate a new facility in this area. My organization is opposed to this on the grounds that it will cause a lot of environmental damage and create only a handful of jobs.

Terms of the offer: If you want to look into this story, we are standing by to help you. We have documents that demonstrate that Polluted Corp has a long history of toxic waste leaks at other sites, and we have spokespeople from those communities who are ready to tell their story. We want to provide these materials to a journalist who will dig deep to get to the truth.

I’ll touch base tomorrow to see if you are interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your name
Contact info

Offer the story as an exclusive (or not) to whet their appetite a little more
Three Tools for Getting Journalists’ Attention

Sample Media Pitch (Feel Good)

Hi Reporter Name,

I’ll get straight to the point. Brief summary of why you think this journalist’s past work suggests this might fit for them. If you follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

Brief summary of story, minus any particular details. My organization has recently concluded negotiations with a large corporation in the area to begin a major stream restoration project on a riverway forming through our facility. We anticipate breaking ground on the project in the near future. The company will contribute $450,000 to the project, and dozens of staff will help with the tree planting at the end of the project.

Terms of the offer. I’d like to offer you advance, exclusive access to this story before the public announcement. If you and editors agree to the offer, we’ll provide you with background materials, interviews with key players, and access to the site to take photos.

I’ll touch base tomorrow to see if you are interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your Name
Contact Info

Sample Media Pitch (Hit Hard)

Hi Reporter Name,

I’ll get straight to the point. Brief summary of why you think this journalist’s past work suggests this might fit for them. If you follow your coverage of the zoning controversy in our town, and I have a related story that might be of interest to you.

Brief summary of story, minus any particular details. As you know, PolluterCorp is proposing to locate a new facility in this area. My organization is opposed to this on the grounds that it will cause a lot of environmental damage and create only a handful of jobs.

Terms of the offer. If you want to look into this story, we are standing by to help you. We have documents that demonstrate that PolluterCorp has a long history of toxic waste leaks at their sites, and we have spoken to people from those communities who are ready to tell their story. We want to provide these materials to a journalist who will dig deep to get to the truth.

I’ll touch base tomorrow to see if you are interested. If you decline or I don’t hear from you, I’ll offer the story to another journalist.

Thanks for your consideration.

Your Name
Contact Info

Make it easy for them to find you again!
Three Tools for Getting Journalists’ Attention

Sample Press Release

FOR IMMEDIATE RELEASE

Date: [Insert date]
Contact: Cara Conservationist, (987) 554-2310, cara.conservationist@localist.org

NEWS: Piney Run Restoration Benefits Local Farm, Downstream Neighbors

Successful project reduces erosion, flooding, and water pollution

[Local County, Pennsylvania] The Local Conservation District and Fearless Farms finished restoring 300 yards of stream along Piney Creek this week. The project solves erosion headaches for the livestock owner while reducing floods and water pollution problems for downstream neighbors. The partners stabilized the streambank using native materials and planted hundreds of trees. They also installed 300 feet of fencing to protect the area from livestock.

“I’ve been watching my piggies slop into the stream for years, but I never knew what to do about it,” said Fred Farmer, owner of Fearless Farms. “I feel great knowing that my soil will stay put and my kids won’t have to deal with this when they take over the farm.”

Degraded waterways, like Piney Creek, cause erosion problems for landowners. They also cause floods and pollution downstream. Results take expertise, teamwork, and money. For this project, the Local Conservation District secured an agreement from Fearless Farms to restore the site. Then the District prepared studies, engineering plans, and funding.

“We can already measure how the water downstream of the site is cleaner than water upstream,” said Cara Conservationist with the Local Conservation District. “As the trees mature, the stream will improve even more.”

To complete this project, the partners had to overcome several challenges. Fearless Farms is a working farm. The partners had to work around planting, harvesting, and weather.

“We cherish our rural lifestyle here in Local County,” said Commissioner Steve Dickerson. “This project shows how farmers and our conservation community can work together to make a difference for everyone.”

Teammort was a big part of the project. Fearless Farms approved the project and provided matching funds. The District provided cost-share and technical assistance. Jones Construction stabilized the stream bank. Volunteers planted the trees.

The Local Conservation District’s mission is to protect and improve waterways throughout Local County. The District provides land conservation, stormwater management, and technical support. The Local Conservation District has a staff of three and is overseen by a board of five citizens who are elected to 4-year terms by county voters.

+++ Before: During After Photos Available Upon Request. Contact Cara Conservationist at: (987) 454-2310 or cara.conservationist@localist.org
Three Tools for Getting Journalists’ Attention

Contact information for spokesman to answer questions and provide more soundbites
Three Tools for Getting Journalists’ Attention

The headline that will grab their attention and put your spin on the story

Sample Press Release

FOR IMMEDIATE RELEASE
Date: [insert date]
Contact: Cara Conservationist, (907) 554-3213, cara.conservationist@locat.org

NEWS: Pinney Run Restoration Benefits Local Farm, Downstream Neighbors
Successful project reduces erosion, flooding, and water pollution

[Local County, Pennsylvania] The Local Conservation District and Fearless Farms finished restoring 300 yards of stream along Pinney Creek this week. The project solves erosion headaches for the辖区内 farmer and reduces the problems for downstream neighbors. The partners stabilized the streambank using native materials and planted hundreds of trees. They also installed 3,000 feet of fencing to protect the area from livestock.

“I’ve been watching my fields slide into the stream for years, but I never knew what to do about it,” said Fred Farmer, owner of Fearless Farms. “I feel great knowing that my soil will stay put and my kids won’t have to deal with this when they take over the farm.”

Decreased waterways, like Pinney Creek, cause erosion problems for landowners. They also cause floods and pollution downstream. Recent tax incentives, teamwork, and money. For this project, the Local Conservation District secured an agreement from Fearless Farms to restore the site. Then the District prepared studies, engineering plans, and funding.

“We can already measure how the water downstream of the site is clearer than water upstream,” said Carla Conservationist with the Local Conservation District. “As the trees mature, the stream will improve even more.”

To complete this project, the partners had to overcome many challenges. Fearless Farms is a working farm. The partners had to work around planting, harvesting, and weather.

“We cherish our rural lifestyle here in Local County,” said Community Steve Stickatler. “This project shows how farmers and our conservation community can work together to make a difference for everyone.”

Teamwork was a big part of the project. Fearless Farms approved the project and provided matching funds. The District provided cost-share and technical assistance. Jones Construction stabilized the stream bank. Volunteers planted the trees.

The Local Conservation District’s mission is to protect and improve watersheds throughout Local County. The District provides and conserves, stormwater management, and technical support. Local Conservative District has a staff of three and is overseen by a board of five citizens who are elected to 4-year terms by county voters.

###

Before: After Photos Available Upon Request.

Contact Carla Conservationist at: (907) 554-3213 or cara.conservationist@localist.org
Three Tools for Getting Journalists’ Attention

The “lede” that answers the critical question of who, what, when, where, why.
The first soundbite, from the most important spokesperson
Three Tools for Getting Journalists’ Attention

Sample Press Release

FOR IMMEDIATE RELEASE
Date: [insert date]
Contact: Carla Conservationist, (987) 554-3213, carla.conservationist@locallist.org

NEWS: Piney Run Restoration Benefits Local Farm, Downstream Neighbors
Successful project reduces erosion, flooding, and water pollution

[Local County, Pennsylvania] The Local Conservation District and Fearless Farms finished restoring 300 yards of stream along Piney Creek this week. The project solves erosion headaches for the farmer while reducing flood and water pollution problems for downstream neighbors. The partners stabilized the streambank using natural materials and planted hundreds of trees. They also installed 500 yards of fencing to protect the area from livestock.

“I’ve been watching my water flow into the stream for years, but I never knew what to do about it,” said Fred Farmer, owner of Fearless Farms. “I feel great knowing that my soil will stay put and my kids won’t have to deal with this when they take over the farm.”

Decorated waterways, like Piney Creek, cause erosion problems for landowners. They also cause floods and pollution downstream. Retaining tree experts, teamwork, and money. For this project, the Local Conservation District secured an agreement from Fearless Farms to restore the site. Then the District prepared studies, engineering plans, and funding.

“We can already measure how the water downstream of the site is cleaner than water upstream,” said Carla Conservationist with the Local Conservation District. “As the trees mature, the stream will improve even more.”

To complete this project, the partners had to overcome several challenges. Fearless Farms is a working farm. The partners had to work around planting, harvesting, and weather.

“We cherish our rural lifestyle here in Local County,” said Conservation Team Leader Steve Stickel. “This project shows how farmers and our conservation community can work together to make a difference for everyone.”

Teamwork was a big part of the project. Fearless Farms approved the project and provided matching funds. The District provided cost-share and technical assistance. Jones Construction stabilized the streambank. Volunteers planted the trees.

The Local Conservation District’s mission is to protect and improve waterways throughout Local County. The District provides and conserves, stormwater management, and technical support. Local Conservation District has a staff of three and is overseen by a board of five citizens who are elected to 4-year terms by county voters.

###

Before: During After Photos Available Upon Request.

Contact Carla Conservationist at (987) 654-2312 or carla.conservationist@locallist.org

Additional information and soundbites
Three Tools for Getting Journalists’ Attention

Details on how to acquire photos, PDFs, etc.
Three Tools for Getting Journalists’ Attention

Sample Media Advisory

FOR IMMEDIATE RELEASE
Date: (insert date)
Contact: Carla Conservationist
Phone: (973) 894-3216
Email: carla.conservationist@localcd.org
Website: www.localcd.org

Media Advisory: Stream Restoration Ribbon Cutting

Who: Paul Farmer, Fearless Farms
Carla Conservationist, Local Conservation District
Steve Smedaker, County Councilman

What: Showcasing a Stream Restoration Project

Where: Fearless Farms, 123 County Road, Small Town, Pennsylvania 18765

When: Tuesday, October 8th, 2018, 9:00 a.m.

Why: Commemorating the completion of a restoration project along Pinney Run

Photos: Media can take photos of the ribbon-cutting ceremony, the Pinney Run streamside, and any wildlife that happen to be in the area. Event organizers will provide “before” pictures of the site prior to the restoration project. The Conservation District will stage scientific water sampling in Pinney Run to illustrate the downstream benefits of this project.

The local conservation district will commemorate the completion of a restoration project along 100 yards of streambank along Pinney Run, which runs through Fearless Farms. Two years in the making, the project is a win-win for Fearless Farms and downstream communities. Fearless Farms will benefit from reduced streambank erosion that was slowly eating away valuable pasture. Downstream neighbors will enjoy cleaner water and reduced flooding downstream of the restoration site.

***

Contact Information for Questions
Three Tools for Getting Journalists’ Attention

Sample Media Advisory

FOR IMMEDIATE RELEASE
Date: [Insert Date]
Contact: Carla Conservationist
Telephone: (555) 555-5555
Email: carla.conservationist@localgov.org
Website: www.localgov.org

Media Advisory: Stream Restoration Ribbon Cutting

Who: Paul Farmer, Fearless Farm
Steve Glicktaker, County Councilman

What: Featuring a Stream Restoration Project

Where: Fearless Farms, 123 County Road, Small Town, Pennsylvania

When: Tuesday, October 10th, 2019, 9:00 a.m.

Why: Celebrating the completion of a restoration project along Piny Run

Photos: Media can take photos of the ribbon cutting ceremony, the Piny Run streamside, and any wildlife that happens to be in the area. Event organizers will provide "before" pictures of the site prior to the restoration project. The Conservation District will stage scientific water sampling in Piny Run to illustrate the downstream benefits of this project.

The local conservation district will commemorate the completion of a restoration project along 300 years of streamside land along Piny Run, which runs through Fearless Farms. Two years in the making, the project is a win-win for Fearless Farms and downstream communities. Fearless Farms will benefit from reduced streambank erosion that was slowly eating away valuable pasture. Downstream neighbors will enjoy cleaner water and reduced flooding downstream of the restoration site.

***
Three Tools for Getting Journalists’ Attention

The most critical details in the “Who, What, When, Where, How” format
Three Tools for Getting Journalists’ Attention

Sample Media Advisory

FOR IMMEDIATE RELEASE
Date: (insert date)
Contact: Carla Conservationist
Telephone: (987) 894-0216
Email: carla.conservationist@localcd.org
Website: www.localcd.org

Media Advisory: Stream Restoration Ribbon Cutting

Who: Paul Farmer, Fearless Farms
Carla Conservationist, Local Conservation District
Steve Shinkles, County Commissioner

What: Showcasing a Stream Restoration Project

Where: Fearless Farms, 123 County Road, Small Town, Pennsylvania 98765

When: Tuesday, October 6th, 2015, 9:00 a.m.

Why: commemorating the completion of a restoration project along Piny Run

Photos: Media can take photos of the ribbon cutting ceremony, the Piny Run streamside, and any wildlife that happen to be in the area. Event organizers will provide "before" pictures of the site prior to the restoration project. The Conservation District will stage scientific water sampling in Piny Run to illustrate the downstream benefits of this project.

The local conservation district will commemorate the completion of a restoration project along 300 years of streambanks along an Piny Run, which runs through Fearless Farms. Two years in the making, the project is a win-win for Fearless Farms and downstream communities. Fearless Farms will benefit from reduced streambank erosion that was slowly eating away valuable pasture. Downstream wineries will enjoy cleaner water and reduced flooding downstream of the restoration site.

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Information about the photos they can expect to get
Three Tools for Getting Journalists’ Attention

Sample Media Advisory

FOR IMMEDIATE RELEASE
Date: [insert date]
Contact: Carla ConservationDist
Telephone: [phone number]
Email: carla.conservationDist@localgov.org
Website: www.localgov.org

Media Advisory: Stream Restoration Ribbon Cutting

Who: Paul Farmer, Fearless Farms
Carla ConservationDist, Local Conservation District
Steve Stutzman, County Commissioner

What: Shining a Stream Restoration Project

Where: Fearless Farms, 123 County Road, Small Town, Pennsylvania 12345

When: Tuesday, October 8th, 2019, 9:00 a.m.

Why: Commemorating the completion of a restoration project along Pinney Run

Photos: High-quality photos of the ribbon-cutting ceremony, the Pinney Run streambed, and any wildlife that happen to be in the area. Event organizers will provide "before" pictures of the site prior to the restoration project. The Conservation District will stage scientific water sampling in Pinney Run to illustrate the downstream benefits of this project.

The local conservation district will commemorate the completion of a restoration project along Pinney Run, which runs through Fearless Farms. Two years in the making, the project is a win-win for Fearless Farms and downstream communities. Fearless Farms will benefit from reduced streambank erosion that was slowly eating away valuable pasture. Downstream neighbors will enjoy clearer water and reduced flooding downstream of the restoration site.

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Enough information to pique their interest, but not enough to write a story.
● Warm Up
● The State of the News Media
● Working With Journalists
  ○ Who’s Who in the Newsroom
  ○ Types of News
  ○ Three Tools for Getting Journalist’s Attention
● News Media and Social Media
  ○ How Journalists Use Social Media
  ○ Finding Journalists on Social Media
  ○ Engage Journalists Using the Social Skills
● Wrap Up/Q&A
“Reporters see social media as essential to their work; they’re just cautious about trusting it.”

— Ragan.com, 2017
How Journalists Use Social Media

Most journalists use social media for many aspects of their work.
How Journalists Use Social Media

⅔ of journalists use social media to interact with their audience at least daily.
Agenda

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- Wrap Up/Q&A
Virginia Beach’s new flooding models are as advanced as any in the United States
Peter Coutu is a reporter on the Virginia Beach team, covering the southern parts of the city, sea level rise, flooding and transportation. He joined the paper in 2018 after graduating from the University of Wisconsin-Madison.

Virginia Department of Health investigating 3 possible cases of coronavirus, officials say

The state department of health is investigating three possible cases of the new coronavirus in central and northern Virginia.

Off-duty Norfolk police officer fatally shoots man in Chesapeake

A Chesapeake detective said "no charges have been filed at this point" but that the investigation is still ongoing.
Peter Coutu
@ByPeterCoutu
@virginianpilot Reporter peter.coutu@pilotonline.com 920.209.0623
📍 Norfolk, VA 🌐 pilotonline.com 🕒 Joined November 2011
1,482 Following 965 Followers
Not followed by anyone you're following
Now you find the Twitter account of a journalist who has covered your organization recently!
Find a story about your organization at news.google.com
Environmental group hopes for the state to help clean Shenandoah County waterways

HS sports report: Hiland back in win column; Indian Valley picks up first victory in boys basketball
Find the author of that story
Environmental group hopes for the state to help clean Shenandoah County waterways

By Johnny Oliver | Posted: Tue 6:13 PM, Oct 23, 2018 | Updated: Tue 8:34 PM, Oct 23, 2018
Look for the author’s social media
Johnny Oliver

Johnny joined WHSV in October 2017.

Hometown:
Richmond, Virginia

Education:
B.S. in Broadcast and Digital Journalism, Syracuse University

Previous experience:

- Intern at MASN Web Studio
- Reporter, Anchor, and Producer at CitrusTV

Awards:

- Co-Anchor for CitrusTV's Best Show of 2016-2017
- 2018 Best Video Journalist/One Man Band, awarded by the Virginias AP Broadcasters

Connect With Me
joliver@whsv.com

Facebook
Twitter
@AP award-winning reporter for @WHSVNews. Trying to make @SyracuseU and @CitrusTV proud. RVA native.

Probable 1-81  whsv.com  Joined October 2017

100 Following  363 Followers

Not followed by anyone you're following
Finding Journalists on Social Media

Exercise #12: Finding Journalists on Social Media

1. Search on news.google.com for a story about your organization or an issue that you are working on.
2. Look for the byline for the reporter that prepared the story.
3. Look for a bio for that reporter and see if there is social media contact information for him or her.
4. If not, search Twitter or Facebook for that journalist by name.

What did you find?
Agenda

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MEDIA RELATIONS

Report: 83% of journalists use Twitter—but most still want email pitches

A recent survey of reporters showcased growing usage of social media platforms for news, but many traditional media relations best practices apply.

By Beki Winchel
@beikiweki
July 3, 2019
Engage Journalists Using Social Media

- **Likes:** Letting a reporter know you read their work
- **Comments:** Starting an online conversation with the reporter
- **Shares & Retweets:** Letting a reporter know you really appreciate their work
- **Hashtags:** Tag your posts so journalists can find them
- **User Tags:** Tag other users (including reporters) to get their attention and potentially reach their audiences
Modern reporters are evaluated by their bosses on how much of this activity occurs around their stories! When you interact constructively with reporters on social media, you are doing them a favor!
Engage Journalists Using Social Media

Peter Coutu demands a contract! @ByPeterCoutu · 17h
Looks like Virginia is getting $13 million from the CDC to help respond to the coronavirus outbreak, a small slice of the ~$560 million in funding announced today.

HHS.gov
CDC Funding Information (March 11, 2020)

Likes/Loves
Engage Journalists Using Social Media

Peter Coutu demands a contract! @ByPeterCoutu · 17h
Looks like Virginia is getting $13 million from the CDC to help respond to the coronavirus outbreak, a small slice of the ~$560 million in funding announced today.

CDC Funding Information (March 11, 2020)

Kevin Curry @kmcurry · Mar 6

Comments
Engage Journalists Using Social Media

Comments
Engage Journalists Using Social Media

Peter Coutu demands a contract! ☑️ @ByPeterCoutu · 17h

Looks like Virginia is getting $13 million from the CDC to help respond to the coronavirus outbreak, a small slice of the ~$560 million in funding announced today.

CDC Funding Information (March 11, 2020)
CDC Funding Information (March 11, 2020)

Shares & Retweets
Engage Journalists Using Social Media

Looks like Virginia is getting $13 million from the CDC to help respond to the coronavirus outbreak, a small slice of the ~$560 million in funding announced today.

CDC Funding Information (March 11, 2020)

hhs.gov
Engage Journalists Using Social Media

- Reporters are notified when you try to engage them this way.
- The more notifications they get, the better job their bosses think they are doing!
- $\sim\frac{1}{2}$ check and react to these notices *daily*!
- $\sim\%$ check and react to the notices *hourly*!
The # symbol is a hashtag

Reporters often research stories by following hashtags
Engaging Journalists Using Social Media
Engage Journalists Using Social Media
Engage Journalists Using Social Media

# Hashtags: GOOD
Engage Journalists Using Social Media

DON'T LET MARYLAND FORFEIT $8.5 BILLION TO CLEAN UP CONOWINGO
URGE GOV. HOGAN TO REJECT EXELON'S SETTLEMENT

#DAMDUD
Engage Journalists Using Social Media

If a reporter searches for #damdud, this is all they find, and **none of it is relevant!**
If you use already popular hashtags, reporters might find your tweets — even if they haven’t heard of you before.

If you only make up new hashtags, reporters won’t find you unless they know about you already.
The @ symbol is a user tag

Reporters (and other users) are notified when you tag them
Engage Journalists Using Social Media

Victoria Bourne @VBourne_VP · Mar 6
I love this old house stories and this is a great one from @ByPeterCoutu.

The Virginian-Pilot @virginianpilot · Mar 6
Some call it the "Darth Vader" home. It looks like a Hobbit-style house straight out of the Shire.

And inside, it’s a whole new world.

This is one of Virginia Beach's most interesting homes.
pilotonline.com/news/va-nw-vir...
Engage Journalists Using Social Media

- If you tag a user in your social media content, they are notified!
- Savvy social media users pay close attention to their notifications
Agenda

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● **Wrap Up/Q&A**
Confirm date & time of next session