## Who’s Who in the Newsroom

<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 editor, etc.</td>
<td>Dole assignments to reporters</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 Reporter</td>
<td>Oversee opinion pieces from the outlet and guest voices</td>
</tr>
<tr>
<td>General Assignment Reporter/Local News Reporter</td>
<td>Polish reporters' work</td>
</tr>
<tr>
<td>News or Assignment Editor</td>
<td>Reporters who dig deep into somebody’s dirty laundry</td>
</tr>
</tbody>
</table>
## 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 proposed new environmental reviews rules are as bad as you’d expect

By THE EDITORIAL BOARD  JAN. 10, 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.
Keystone oil spill casts doubt on the safety of proposed Keystone XL pipeline

Living on Earth
November 29, 2019 - 12:35 AM EST
Written by Adam Wernick

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

Credit: Taylor Dobry, North Dakota Department of Environmental Quality

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.

What kind of piece is this (Hard News, Breaking News, Feature or Soft News, Investigative News, Opinion/Editorial)?
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 step in. After those same chemicals were found in Minnesota's drinking water -- the attorney general sued 3M -- and got an $850 million settlement for cleanup.

What kind of piece is this (Hard News, Breaking News, Feature or Soft News, Investigative News, Opinion/Editorial)?
Guest Opinion: Congress should fully fund Land and Water Conservation Fund

By Thomas Gery
Posted at 5:10 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.

What kind of piece is this (Hard News, Breaking News, Feature or Soft News, Investigative News, Opinion/Editorial)?
## Getting Reporters’ Attention

<table>
<thead>
<tr>
<th>What is it?</th>
<th>Pitch</th>
<th>Media Advisory</th>
<th>Press Release</th>
</tr>
</thead>
<tbody>
<tr>
<td></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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What’s Hard</th>
<th>You must find the right reporter and their email address/phone number/twitter handle</th>
<th>You must organize an event!</th>
<th>You have to write a story and find photos that meet journalistic standards.</th>
<th>You may need to ghostwrite quotes for individuals and secure their approval to use them.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>You have to coordinate with participants to meet journalists’ needs for background information, interviews, and photos.</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>What’s Easy</th>
<th>Short!</th>
<th>You don’t have to write much.</th>
<th>You don’t have to organize an event.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The pitch is private — you don’t have to format it for public consumption or posting on the web</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Your Competition</th>
<th>Countless other pitches the journalist gets</th>
<th>Breaking news that is higher priority than your story.</th>
<th>Media outlets often have their pick of press releases to choose from.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>You Control</th>
<th>Which journalists receive your pitch</th>
<th>The date, time, and location of the event, as well as who is there for the journalists to talk to.</th>
<th>The story and photos you offer to the media outlet.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>You Don’t Control</th>
<th>How they receive your pitch — and how well their editors receive the pitch</th>
<th>The weather.</th>
<th>How the media outlet edits your press release, and what additional sources they interview.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>What participants tell the journalist.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Is this pitch exclusive?</td>
<td>Will the event be worth the time commitment?</td>
<td>How many other journalists are going to do this story?</td>
</tr>
<tr>
<td></td>
<td>Will my editor approve me working on this story?</td>
<td>What other journalists will be there?</td>
<td>Is this a credible source?</td>
</tr>
<tr>
<td></td>
<td>Who else can I get a soundbite from?</td>
<td></td>
<td></td>
</tr>
</tbody>
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*waterwordsthatwork.com*

*Make a Splash With Your Communications!*
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> I 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 this area to begin a major stream restoration project on a waterway flowing 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 (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> I 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, Polluto-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 Polluto-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
Sample Press Release

FOR IMMEDIATE RELEASE
Date: (insert date)
Contact: Carla Conservationist, (987) 654-3210, carla.conservationist@localcd.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 landowner while reducing flood and water pollution problems for downstream neighbors. The partners stabilized the streambank using natural methods and planted hundreds of trees. They also installed 300 yards of fencing to protect the area from livestock.

“I’ve been watching my pasture 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.”

Degraded waterways, like Piney Creek, cause erosion problems for landowners. They also cause floods and pollution downstream. Repairs 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 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 Councilman Steve Slicktalker. “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 waterways throughout Local County. The District provides land conservation, 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) 654-3210 or carla.conservationist@localcd.org
FOR IMMEDIATE RELEASE
Date: (insert date)
Contact: Carla Conservationist
Telephone: (987) 654-3210
E-mail: carla.conservationist@localcd.org
Website: www.localcd.org

Media Advisory: Stream Restoration Ribbon Cutting

Who:  Fred Farmer, Fearless Farms
       Carla Conservationist, Local Conservation District
       Steve Slicktalker, County Councilman

What: Showcasing a Stream Restoration Project

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

When: Tuesday, October 5th, 2018, 9:00 a.m.

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

Photos: Media can take photos of the ribbon-cutting ceremony, the Piney Run streamsite, 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 Piney Run to illustrate the downstream benefits of this project.

The Local Conservation District will commemorate the completion of a restoration project along 300 yards of streambank along Piney 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.

###
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?