

MAKING NEWS

*How to make the media come calling
and what to do when they call on their own.*

Stephanie Simoni

Journalism Code of Ethics

1. Seek Truth and Report it
2. Minimize Harm
3. Act Independently
4. Be Accountable and Transparent

Where to Start

1. Select a go-to person
2. Build relationships
 - a. Example:



3. Craft a plan. Inform others of the plan.

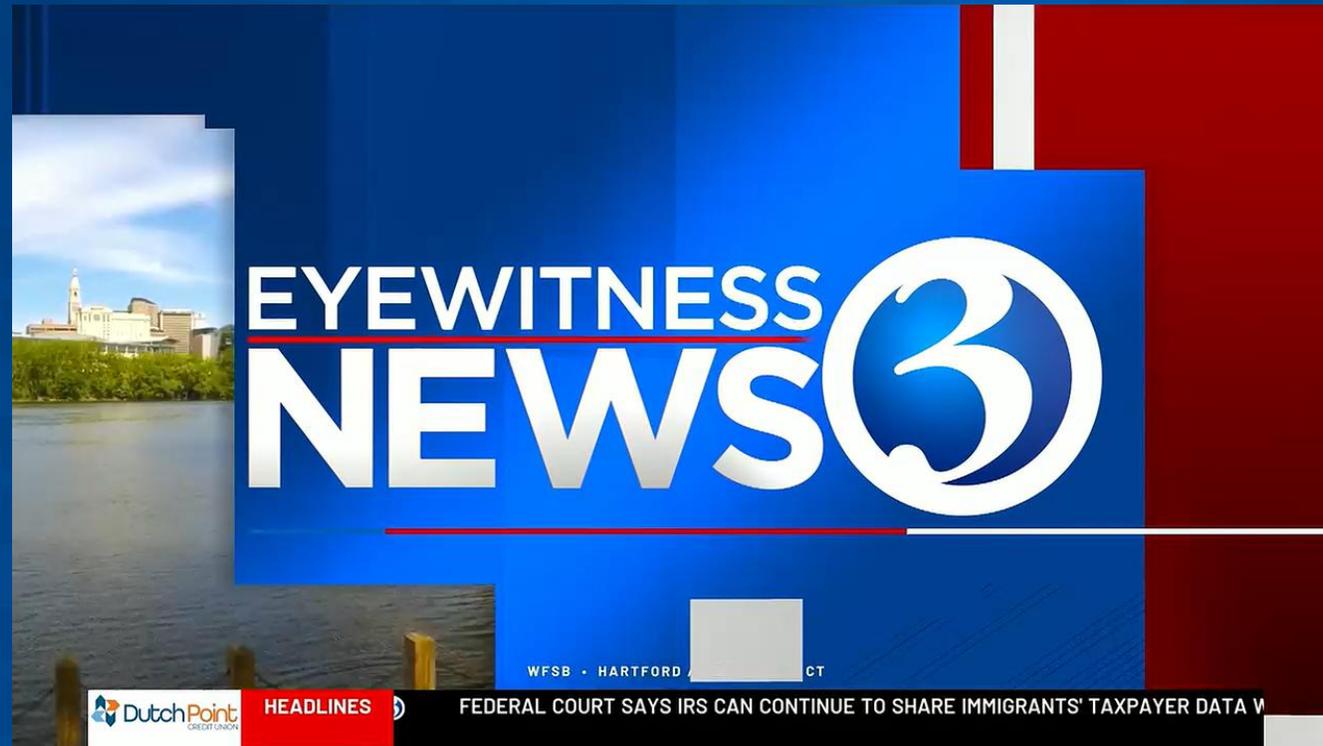
During an Incident

What to do when you take the phone call

1. Write everything down.
2. "What is your deadline?"
3. Tell them you will call back and give them a time.
4. Think about the key points you want to highlight.
5. Try not to say, "no comment."
6. Always assume you are on the record.
 - a. Why go off the record? It could change how newsrooms react.

During an Incident

How to write a difficult press release



During an Incident

How to write a difficult press release

1. Be transparent
2. Say what you know and what you don't know
3. Give a timeline
4. Media staging area
5. Give off the record info (if you trust)

Fun Press Releases

"The Good Stuff"

1. Start with most interesting fact. What is the hook?
2. Keep it simple
 - a. Who, What, Where, When, Why
3. What's newsworthy?
 - a. High achievers (students and teachers)
 - b. Big events (impacts the entire community)
 - c. Anything new
 - i. New programs, new technology, AI, new curriculum

Fun Press Releases

"The Good Stuff"



Actionable Tasks to do Now

1. Select a go-to person
2. Build relationships
 - a. Reach out to local stations, papers
 - b. Let them know you might be available during snow coverage, sports covered?
3. Craft a plan. Inform others of the plan
 - a. Media staging area?
 - b. Reach out to other public information people in your community:
police/fire/town
4. Gather ideas to pitch

My cell: 8608304753

Questions?