



Telling Our Stories

PART TWO: MEDIA EDITION

Good Sorts



<https://www.1news.co.nz/2022/05/15/good-sorts-womans-kai-shed-helps-feed-kids-in-te-aroha/>

Overview

- ▶ What makes news?
- ▶ How to pitch to media
- ▶ How to talk to media once you have their interest
- ▶ How to leverage more media coverage once you're in the news

What do you think is newsworthy?



Why is it News?

- ▶ Timeliness – immediate information and events. It's newsworthy because it's new
- ▶ Proximity – local events affect our community. We care more about things that happen “close to home.”
- ▶ *Source: pbs.org*

Why is it News?

- ▶ Conflict - Conflict and controversy
- ▶ Relevance - People are attracted to information that helps them make good decisions

Why is it News?

▶ Human Interest:

People are interested in other people. Everyone has something to celebrate and something to complain about. We like unusual stories of people who accomplish amazing feats or handle a life crisis because we can identify with them.

▶ *Source: pbs.org*



What is News?



Everyone has inside of him a piece of good news. The good news is that you don't know how great you can be! How much you can love! What you can accomplish! And what your potential is!

-Anne Frank

Prostate cancer: Tauranga man spends \$212,000 on treatment



By [Megan Wilson](#)

24 Sep, 2022 07:00 AM ⌚ 6 mins to read

🔖 Save

➦ Share



Human Interest


<https://www.nzherald.co.nz/bay-of-plenty-times/news/prostate-cancer-tauranga-man-spends-212000-on-treatment/UBCKW4E5KBFCFW4VVHKEKMHWXM/>

From Pitch to News


The Wednesday Challenge is led by Envirohub Bay of Plenty with funding from Waka Kotahi, Bay of Plenty Regional Council and Tauranga City Council.

sunmedia | JOIN FREE | LOGIN | SUNLIVE | ROTORUA NOW | THE WEEKEND

New Tauranga ferry service proves popular



The new ferry service will be launched on Wednesday. Supplied photos.



Tauranga people will have a new way to travel from next Wednesday with the launch of the Wednesday Challenge Ferry, operating between Omokoroa, Tauranga and Mount Maunganui.

Project Director, Heidi Hughes, says the ferry service is about providing people with another alternative means of travel.

Writing a Media Release

- Who is your audience?
- What does the target market stand to gain?
- What's your objective?



Writing a Media Release

Media Release: An extra special day for Kiwis to get outdoors



Rebekah Wilson <rebekah.wilson@mountainsafety.org.nz>

To: Dawn Picken

22 September 2022



Thu 22/09/2022 3:17 PM

An extra special day for Kiwis to get outdoors

Source: [New Zealand Mountain Safety Council \(MSC\)](#)

New Zealanders have been given a day to celebrate the life of Queen Elizabeth II, creating an additional long weekend that provides a new opportunity to connect and reflect in the outdoors. Whether people are heading out on a day walk or slotting in an overnight tramp, the [NZ Mountain Safety Council](#) has some key advice, so walkers and trampers are prepped for the spring conditions and make it home safe.

Historically, long weekends see an increased number of people hitting the country's tracks, and subsequently an increase in people getting into trouble. Those taking this unexpected long weekend to get a dose of spring exploring should apply the same planning and care as any other long weekend adventure.

Aotearoa's spring weather can be notoriously fickle, and we regularly see all four seasons in one day. Morning sunshine can rapidly turn to sleet or wind later in the day, therefore solid planning makes for a more successful adventure.

MSC Chief Executive Mike Daisley says that while the one-off public holiday is a good chance to get outdoors, it's important to be prepared and pack and dress for the spring conditions.

"Whether it's a short walk, a day trip or an overnight tramp, the bare essentials regardless of the forecast should be: warm clothing layers – insulation layers and thermal base layers, a rain jacket, head torch, warm hat and gloves and an appropriate emergency communications device."

The clock will 'spring forward' this Sunday meaning starting on the track earlier gives more time to enjoy daylight in the afternoons and evenings. MSC is big supporters of an early start for outdoor trips, giving you more time to accomplish your route and reduce the chance of rushing and possibly making mistakes.

MetService meteorologist Luis Fernandes says the recent mixed bag of weather this week will continue into the weekend.

"New Zealand will be on the edge of a high-pressure system this weekend, keeping us mostly settled but this isn't quite enough to keep the rain entirely away as we still expect bouts of showery weather for most areas, especially for the north and east."

ENDS

- Download the [Plan My Walk](#) app to help find a track and plan your trip this weekend. Consider exploring local tracks in your region if you don't have time to plan a backcountry excursion.

Practice Writing a Media Release

- Catchy Headline (subject line)
- Five W's and one H
- Can link to your website
- Avoid attachments
- (20 minutes)



Journey to Sound

https://www.nzherald.co.nz/bay-of-plenty-times/lifestyle/news/article.cfm?c_id=1503349&objectid=1200000

https://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=1200000

BAY OF PLENTY TIMES

High cost of hearing - Bay of Plenty locals waiting, paying for sound improvements

By [Dawn Picken](#)

Save Share

4 Mar, 2018 02:25 PM © 14 mins to read



Pardon? Could you repeat that? I didn't catch it... Sound familiar? An estimated 880,000 Kiwis have hearing loss - that's about one in five. Today (3 March) marks World Hearing Day. It's also a special time for a Bay of Plenty woman who's hearing better than ever - thanks to help from her friends. *Bay of Plenty Times Weekend* reporter Dawn Picken

National News

<https://www.pindrop.org.nz/webpages/7-sharp-clip/>



Pitch Perfect – The Prelude

Know:

- Your target audience
- Why you're pitching
- Why the reporter should care

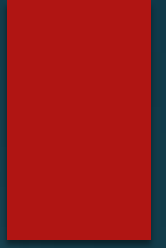


Pitch Perfect – The Prelude

Have:

- Background information
- A 'real' person (ambassador) who has already agreed to speak to media
- Your ambassador's contact details and availability (we can't include them in a story if they're overseas and off line)
- Your spokesperson's contact details and availability

Pitch Perfect – The Prelude



Nice-to-have:

- a video clip
- supplied photos (sometimes a must-have)
- think about visuals

Pitch Perfect – Keep it Simple

Best pitch is a personalised proposal that takes into account what the reporter covers and considers why *XYZ* readers/listeners/viewers would want to learn more.

(Paraphrased from Steve Ladurantaye, reporter for *The Globe and Mail*)

Pitch Perfect – How to get a date with a reporter



Pitch Perfect – How to get a date with a reporter

Basic intro

Don't be needy

Don't be a player

Stop trying to hook up the first time

Confidence and humour



Pitch Perfect – How to get a date with a reporter

Have a game plan

Dress to impress

Have a friend set you up

Follow up to get a second date

Manners matter



Pitch Perfect – What Journos Want

Real people, real stories.

(Maria Evans, BOP Times, 26.10.19)

More practice

Craft a story idea you could pitch to media

Identify: Who you'll pitch to

Who's your 'real' person? (for workshop purposes only; can use a pseudonym if you like)

What's your email subject line?

What's your news hook?

Approx 10 mins on your own, then work to refine with a partner

Pitching



Don't tell us how great you are.

Do find clients/supporters/donors who can vouch for your service.

Do get them to say how great you are.

Pitching How-to

- ▶ **Do:** send a personal email

 - Get the basics right: name, right tone (neither overly familiar nor formal)

 - Write to each journalist individually

 - Take time with your subject line

- ▶ **Don't:** Ignore grammar, spelling, punctuation (mistakes dent your credibility)

 - ▶ Debate the merits of your story ('not this time') means not this time.

Pitching – How-to

- ▶ Do: Respond promptly
 - ▶ Give them what they want (more data, photos)
- ▶ Don't: Pester the entire newsroom
 - ▶ Continue to pitch if they're not interested
 - ▶ Attach large files

Catch & Release



- ▶ Pre-pub review unlikely.
- ▶ Sending out every article for review would slow down the process to a snail's pace.



After the Pitch

- ▶ One follow-up okay
- ▶ If published, don't get too picky about small mistakes (insignificant errors)
- ▶ Could make journo reluctant to cover your organisation again

Talking to Journos

- Various methods
- Phone and email easy
- Okay to ask about questions



Social Media Release (SMR)

- Often direct to consumer
- Optimised for search (SEO)
- Can include photos and graphics
- Includes social media tags to increase search engine ranking
- Providers include BusinessWire, PRNewswire

<https://www.prezly.com/press-release-examples/social-media#brand-partnership-press-release-example-reebok-classic>

Spreading the News

Your website

Links from other sites

Post on Scoop:

<https://www.scoop.co.nz/stories/PO2209/S00167/not-invisible-lets-celebrate-the-resilience-and-contribution-of-older-women.htm>

Spreading the News

Scoop policy:

<https://www.scoop.co.nz/about/submit.html>

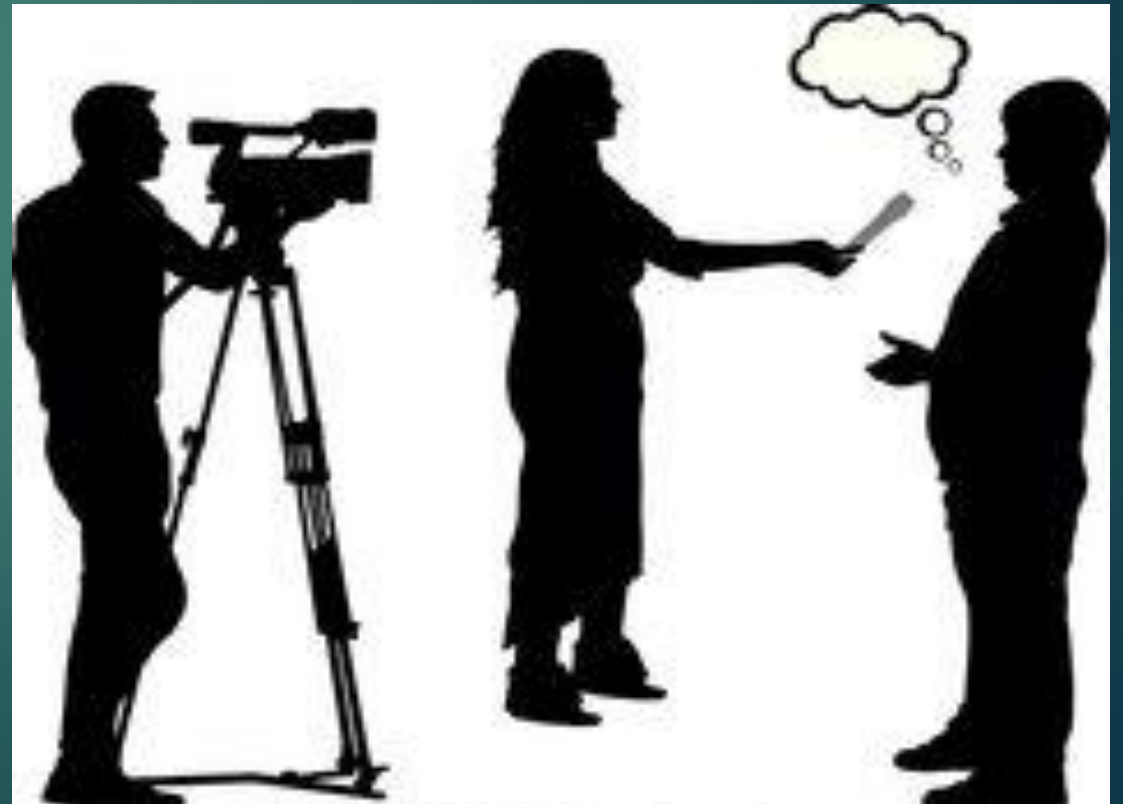
Spreading the News

PR Newswire:

http://pr.co.nz/submit/?gclid=CjwKCAjw-L-ZBhB4EiwA76YzOZjpOGDsxMb4sW9i_FqNFVm9G5LVw9jb6JnfRmXbRhTdhiOm1b0pFBoC-r8QAvD_BwE

Broadcast Tips

- Be yourself
- Be concise
- Don't read (talking points okay)



Talking to Journos

Broadcast Tips for TV:

- Watch what you wear
(bold, bright colours good;
patterns can jump)
- Practise your sound bites



Talking to Journos

Broadcast Tips for TV:

- Send questions to your interviewer
- Be aware of body language
- Maintain eye contact with your interviewer



Talking to Journos

Broadcast Tips for TV:

- Slow down your speech
- Practise with a mock interview
- Know your listening face
- Forget the camera
- Be concise



Your Turn

Write 3 or 4 questions you'd like to answer about your organisation.

- Could be a new programme, campaign or awareness message tied to current events

- Take turns with a partner interviewing and being interviewed

Leveraging More Coverage

Can pitch to national media
Better yet, have a client
or volunteer pitch for you

Good Sorts:



<https://www.1news.co.nz/2022/07/31/good-sorts-waihi-woman-creates-a-place-for-friends/>

Social Media

- ▶ Video is king: viewers retain 95% of a message when they watch it on video compared to 10% when they see it in text
- ▶ Generates 1200% more shares
- ▶ Maximise visuals and use subtitles: as much as 85% of Facebook video content is viewed without sound.

Facebook

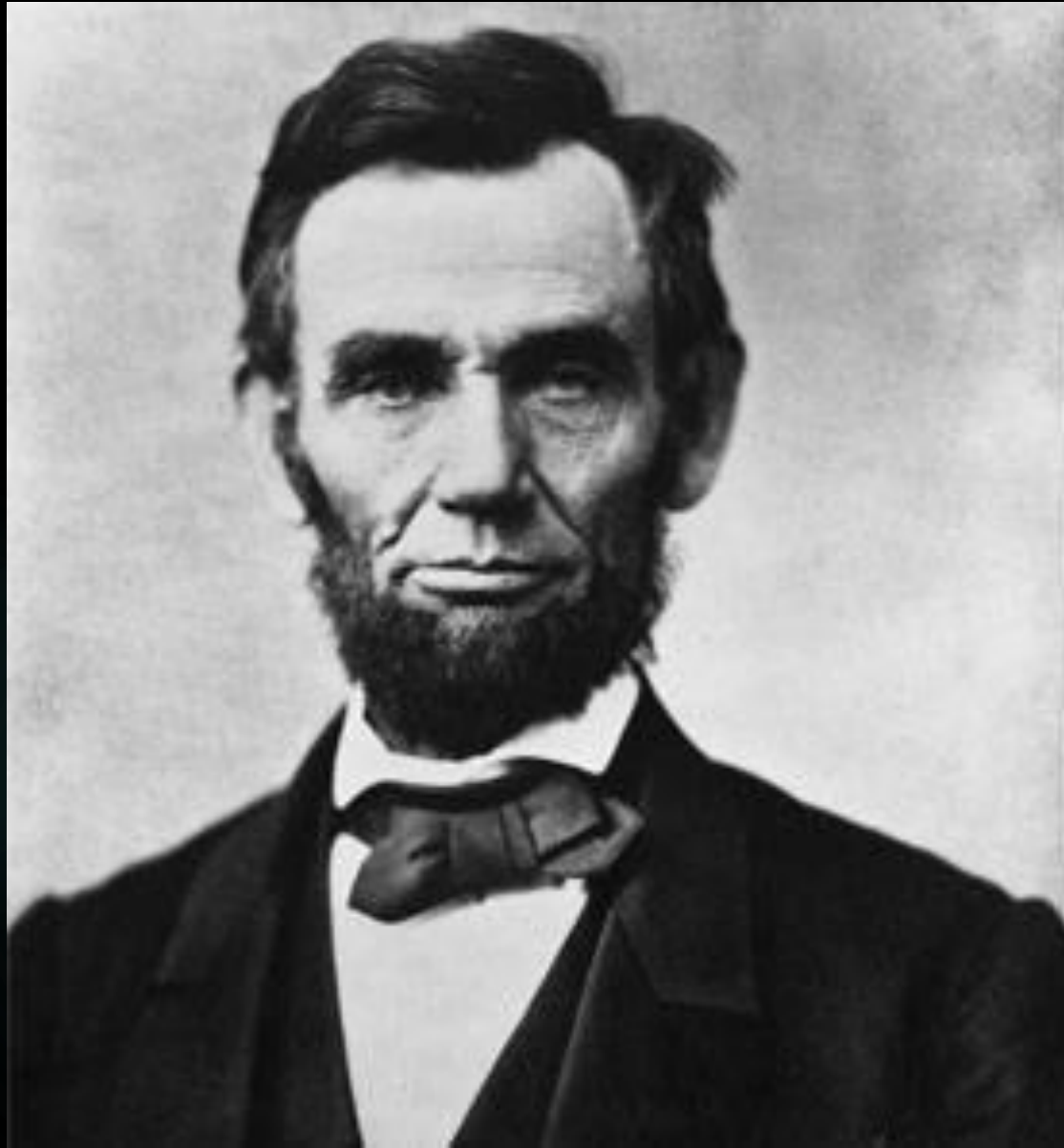
- ▶ Video
- ▶ <https://www.facebook.com/creative.patapatai/videos/673581493712881>
- ▶ Helps your supporters reach out to potential volunteers, donors, staff and board members
- ▶ Keep page up-to-date, dump it or find someone who can update social media
- ▶ Share news articles and updates from you or staff
- ▶ <https://www.facebook.com/braveheartssupport>

Instagram

- ▶ Depends on target market:
 - ▶ Nearly two out of every three adults **aged 18-29** use **Instagram (64%)**

LinkedIn

- ▶ Organisation page must be up-to-date with photos
- ▶ Link your personal profile to your organisation
- ▶ Encourage staff to do the same
- ▶ Nonprofit help: <https://nonprofit.linkedin.com/>



“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

Thank you. Ngā mihi nui.

▶ Questions?

▶ pickendawn@gmail.com

▶ Selected References:

▶ <https://www.socialmediatoday.com/>

▶ <https://www.socialmediaexaminer.com/>

▶ <http://www.pbs.org>