Media Training

Newsroom 101

         **The News Team-**Who are the major players in a newsroom and what are their roles?

         **What makes a good story?-**Learn how newsrooms determine what story makes the front page or leads the 10pm newscast.

         **Editors who?!-**Discover who really makes the news content decisions and how you need to win them over.

         **The Pitch-**How to most effectively pitch your organization’s activities as a news story.

         **Be available 24/7**

Child Abuse Prevention Coverage

         **Fear-**Take the fear out of reporter’s minds by educating them about the child welfare process.

         **What’s confidential?** -This is another reason newsrooms shy away from covering anything related to child abuse.  Education is the key!

         **Win them over with #’s**-Reporters love statistics.  Make them realize why child abuse and child abuse prevention needs to be talked about.

         **Provide characters**-Identify people within the child abuse prevention community in your area who are willing to talk on-camera.

PR on a Dime

         **To hire or not to hire?-**Do you need a PR company to help manage your organization’s media efforts?  Learn how to do it yourself and save big!

         **News conference or lead story?**-Turn what would typically be a :30 ribbon cutting or podium announcement into a heartfelt story viewers will remember.

         **Save the paper!**-Reporters don’t need thick, high glossy media packets.  It will only end up in the trash.

\*\*Throughout the training, video, online, and print examples will be shown to support each message.\*\*