



# **Welcome to the Elevate Youth California How to Engage Media Training**

Thank you all for joining us!

We will begin momentarily.

# How to Engage Media 101

November 10, 2022





# **Communicating with Media – Best Practices**



# Goal of This Module

Develop an understanding of common best practices when communicating with media and how to properly implement them into your communications activities.

# Start with a Solid Media Strategy

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1. Determine your objective for communicating with the media
2. Decide who the right target audience is for your story
3. Story mine for relevant angles
4. Create compelling content
5. Put together a targeted media list
6. Outline your tactics and timing
7. Pay attention to trending news

# Communications Tools: Pitching the Media

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- Pitch email to several media
- Exclusive with one media outlet
- Coffee with the reporter or desksides
- Keep pitches brief – 200 words max

# The 3 Ws of Creating a Story Pitch

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When developing a story pitch for the press, make sure to include the 3 fundamental Ws:



**WHAT:** What is the story? What is being announced?  
What is the news?



**WHY:** Why does this announcement matter?  
Why should the public care?



**WHY NOW:** Why should people take immediate notice?  
Why should the public act now?

# 5 Principals of a Story Pitch

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**Personalize**



**Pithy**



**Polish your  
Subject Line**



**Pick up the  
Phone**



**Proactive**



# Story Pitch Example

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SUBJECT: COVID-19 Vaccines have been approved for 5-17-year-old's

Good afternoon, Angela,

I enjoyed your story last week about the impact COVID-19 vaccines have had in saving lives. I thought you might be interested in a pre-written story penned by campaign spokesperson Dr. Joe Smith who has been on the front line of vaccinations for the past two years.

Dr. Smith and VaccinateALL58 are excited about the recent news that 5-17-year-olds are now eligible to receive the COVID-19 vaccines. Moderna and Pfizer have been approved.

The piece discusses that COVID-19 vaccines remain the safest way to prevent hospitalizations and death from COVID-19 and helps achieve full family protection. I would greatly appreciate if you share this groundbreaking news with your readers. Thank you.

- **What**
- **Why**
- **Why now**
- **Personalize**
- **Pithy**
- **Polish your subject line**
- **Pick up the phone**
- **Proactive**

# Associated Press Stylebook

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## WHY DOES IT MATTER?

- The AP Stylebook is an industry bible! Many journalists follow AP style very closely.
- Media expect communicators to follow AP style when developing and sending pitches, press releases, letters to the editors, etc.
- But know your audience. While traditional media outlets follow AP style, you should use more informal language when dealing with bloggers and other citizen journalists.



# Get in Style!

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**NUMBERS:** Spell out numbers one through nine. For numbers above 10, use figures, except for millions and billions, use figures: 1 million, 10 million. Avoid starting a sentence with a number where possible.

**TITLES:** Only capitalize formal titles if they come directly before a name. Example: President John F. Kennedy.

**OXFORD COMMA:** When listing a series of items, do not add a comma before the last item. Example: The flag is red, white and blue.

**DATES & ABBREVIATIONS:** When using specific dates (day, month and year) the month is abbreviated. Example: Sept. 4, 2016. Months with five letters or fewer are not abbreviated. Seasons are never capitalized.

**TIME:** Time should not be spelled out, except when used to describe noon and midnight. On-the-hour times do not require :00. Use a.m. and p.m. — lowercase. Example: 1 p.m., 9:30 a.m.

**ITALICS:** Always italicize print publications, including newspapers and magazines. Example: *The New York Times*.

# Get in Style!

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**COMPANIES are SINGULAR:** The names of companies and other organizations are usually regarded as singular, regardless of their ending. Example: Crayola announced its line-up of 2018 holiday products.

**AFFECT versus EFFECT:** Use affect as a verb meaning “to have an influence on.” Use effect as a noun meaning “result.”

**THAT versus WHICH:** Use “that” before a restrictive clause—one that you can’t get rid of because it’s necessary to the sentence’s meaning. Use “which,” usually with a comma before it, before non-restrictive clauses (something interesting or incidental).

**HYPHEN versus Em-dash:** Use a hyphen between two adjectives when combining them. Example: well-known, high-profile. Use an em-dash to indicate emphasis or a break in thought. Example: Good writing – clear, concise and persuasive – is something we need to perfect.

**THAT versus WHO:** Follow the “who-goes-with-people” rule. Example: I want to thank the man who helped me.

**i.e. versus e.g.:** i.e. means “that is” in Latin, or “in essence.” What follows is the perfect equivalent. E.g. means “for example” or “example given” in a partial list. (Don’t add etc. at the end—we already know there’s more to come!)

# Never Go Out of Style

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There are a few more ways to stay up to date with the latest AP Stylebooks!



AP Stylebook Online  
Style Checking Tools  
Online Quizzes

Follow along on Social Media

Twitter: <https://twitter.com/APStylebook>

Instagram: <https://www.instagram.com/apstylebook/>

CDC guide for simple language

<https://www.cdc.gov/other/plainwriting.html>

ALWAYS REMEMBER TO SPELL CHECK!

# Commonly Used Communications Tools

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**Events/Media  
Alerts**



**PSAs**



**Group  
Meetings**



**Letters to the  
Editor**



**Press Releases**

# Additional Communications Tools

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- Infographics
- Lists
- Interviews – in-person, on the phone or via email
- Exclusive behind-the-scenes access to your organization
- Surveys
- Announce news via blog on website or social media post
- Video or multimedia release

# How to Work With the Media

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- Give service
- Be accessible
- Know how the media want to be communicated with
- Be respectful but never needful
- Don't over-promise
- Use technology to deliver information; not as a substitute for personal relationships
- Follow through!



# Managing Breaking News

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**Breaking news is an opportunity to get your message out!**



- Know who your spokespeople are and their abilities.
- When news breaks, get in touch with them quickly to find out if they have availability **THAT DAY**.
- Send out media alert of what you can offer.
- BRIDGE to your messaging in any interviews.
- Explore other content – digital, social, letter-to-the editor

# WHAT TO REMEMBER...

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**Start with  
Media Strategy**



**Choose the  
Right Tool**



**Follow  
Best Practices**

# Small Group Sessions

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- These sessions will be intimate opportunities for participants to focus on specific areas based on their individual needs.
- The goal will be for participants to become comfortable with the material and prepared to execute on behalf of their organization.
- Monday, 11/14      2 – 4 p.m.
- Tuesday, 11/15     2 – 4 p.m.
- Wednesday, 11/16   11 a.m. – 12 p.m. & 2 - 3 p.m.
- Thursday, 11/17    1 – 3 p.m.
- Friday, 11/18      10 a.m. – 12 p.m.

# Assignment

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Using proper release format, AP Style and proper punctuation, write a press release using the following:

- Universal Studios will launch their new Wakanda Forever ride, Friday, November 19, 2022 in Universal City, California
- This is the week following the worldwide premiere of Black Panther: Wakanda Forever premiere
- Images honoring Chadwick Boseman will be displayed for guest to see while waiting line
  - Talk about the significance of Chadwick to the franchise
- The ride will emulate an experience in Wakanda
- Stats:
  - 3, 8-passenger vehicles trains
  - 51 mph speed
  - Track length: 1,246 feet (380 meters)
  - Height: 98 feet (30 meters)
  - Height requirement: 48 inches
- Elements:
  - Vertical lift
  - 97-degree vertical drop
  - Diving loop
  - Tilted loop
- Include two quotes from Jim Brown, Managing Director of Universal Studios
- Include background on Universal Studios
- 300-500 words



**THANK YOU!**

