

NEIGHBORHOODS USA MEDIA WORKSHOP

“Show Me How To Get News About My Neighborhood
on TV”

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▶ SECTION ONE:

- ▶ → WHAT'S RIGHT WITH STORIES WE SEE ON LOCAL TV?
- ▶ → WHAT'S WRONG WITH STORIES WE SEE ON LOCAL TV?
- ▶ → UNDERSTANDING WHAT WE SEE AND HOW IT WORKS

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▶ SECTION TWO:

- ▶ → YOU MUST BE ABLE TO ANSWER THE FOLLOWING ABOUT YOUR NEIGHBORHOOD EVENT:

WHO? WHAT? WHEN?
WHERE? HOW? WHY?

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▶ SECTION THREE:

- ▶ **UNDERSTANDING WHAT MAKES NEWS ABOUT MY NEIGHBORHOOD IMPORTANT**
- ▶ Key questions to ask:
 - ▶ Is this just important to me or will it be important to others as well?
 - ▶ Is it visually appealing?
 - ▶ Is it newsworthy?

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▶ SECTION FOUR:

- ▶ HOW DO I CONTACT A TELEVISION STATION?
- ▶ WHERE DO I FIND THE INFORMATION?
- ▶ HOW SHOULD I BE PREPARED WHEN THEY ANSWER?

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▶ SECTION FIVE:

- ▶ **AT THIS POINT, YOU ARE NOW THE SALESPERSON FOR YOUR EVENT**
- ▶ You must know the important details to sell your story:
 - ▶ → (Who, What, When, Where, How and Why)
 - ▶ Ask to speak with the Assignments Desk
 - ▶ Ask for an email address and mailing address to send your news idea
 - ▶ Follow up in a timely manner

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