

Call the Office of College Advancement if you have any questions about whether you have news, a simple announcement, or advertising; they are not the same! We can help with story ideas and identifying your audience.

Extra! Extra!

Remember: TV is pictures and sound. If you can make video or photos available for your event, go for it! Radio, of course is sound, so an audiotape version is appropriate. With a taped interview, you can help maintain control over what's said. If you're interested in these techniques, the education technology center can help you.

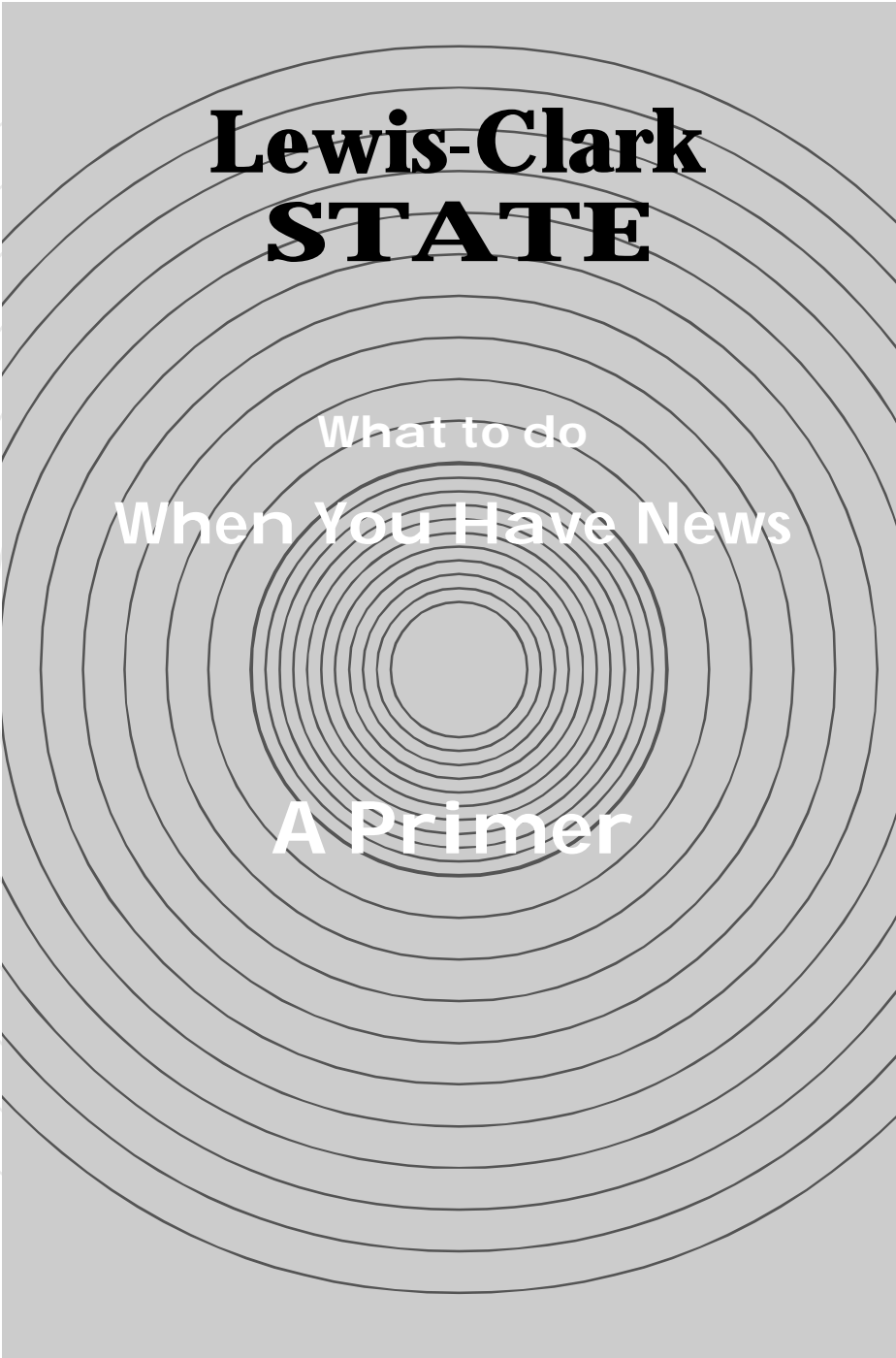
On-Campus Help

Office of College Advancement	792-2458
Media Relations & Publications	792-2200
Education Technology Center	792-2228

Local Media Contacts:

Lewiston Morning Tribune	
City Editor	743-9411; Fax: 746-1185
KLEW TV	
News Director	746-2636; Fax: 746-4819
KATW/KCLK/KVAB Radio	
News Director	743-6564; Fax: 798-0110
KMOK/KRLC/KVTY Radio	
News Director	743-1551; Fax: 743-4440
KOZE Radio	
News Director	743-2502; Fax: 743-1995

*For additional copies, call:
Media Relations/Publications
208/792-2200*



Lewis-Clark STATE

What to do
When You Have News
A Primer

When You Have the News...

Everyone has news. Sharing information about special events and people promotes your department or division, and Lewis-Clark State College as a whole. This guide is intended to simplify sharing our news with local media.

When you have a story in mind, the media relations office can help you reach area contacts, make suggestions about potential stories and audiences, and explain why certain media might be interested while others are not. What it can't do is write everyone's story. You, as faculty or staff, are often closest to the news and therefore most qualified to tell about successes.

In most cases, you can contact media directly for announcements about workshops, courses, or spur-of-the-moment events and story ideas. Because timing and accuracy is critical, and you are directly involved in the events, you will be the media's most important contact anyway.

Save Time & Trees: Stop News Junk Mail!

Time is a precious commodity for all of us. We can do ourselves and media folks a favor by not inundating them with news that isn't news. Send them material they can *use*. If you do, they'll be more inclined to look carefully at the next story idea.

For *any* news story, you need to have the "who, what, when, where and why," nailed down, as well as an idea of who your message is important to. If it's an LCSC supported event, say so! Things that are self-evident to us, may not be to the public.

Have We Got a Story for You!

News is the unusual. News is something different. News is also information people need, that can affect their lives in some way. Remember to run your story idea through this filter when deciding whether to make it public.

When you think you have a story, sort out the "w's" listed earlier, and write a brief summary. Sometimes just a few sentences will do, so long as you provide the w's *and* a contact name for follow-up. Include quotations if you have any. Think about your audience and what *they* want to know. Some stories are staples for newspaper, but

not visually interesting for television, and may have no appeal for radio. For instance: videotape of the local school board meeting, or fire at a landmark building. The fire always wins the TV coverage.

Artifacts for Them

For most news coverage, the news release written in *news story form* is a thing of the past. Most daily newspapers don't run unedited releases and our goal should be to present them with a story opportunity, a summary. Of course, smaller papers—short on staff and budget—may run releases exactly as they are sent. If your audience is reached by these media, take advantage of the opportunity to tell your story.

Television will shoot videotape first, *then* write a script. If radio comes looking for an interview, the script will most often be written around whatever they get. So again, an effort to write a story or script for broadcast could be a waste of time. Don't make the process more work than it needs to be. Make the most of their time and yours.

Good News for You

From our standpoint, a news release written in news story form takes more time to produce than a straightforward summary telling an editor about a potential story. What *all* editors (print and broadcast) need is advance notice of an event, in writing or by telephone, so they can decide whether to have a reporter and/or camera there. And remember: *it is their choice whether to cover a story!* If you really want the story out, the way you want, when you want, plan on paying for it. A news story for them is not the same as an ad for you.

What to Do

Ask yourself, "is it newsworthy?" Look for important stories that can be offered in a timely, efficient and accurate manner. Draft a summary in MicroSoft Word and send a copy to the media relations office. We can then edit it, if needed, and send it to multiple media outlets with our faxing software. Attaching it to e-mail is a good way to get us a copy; we can edit, track and post releases on the college web site. In the future, a template will be available for this purpose on our web page. To fax items yourself, use LCSC letterhead and the "who, what, where, when" format available from the Media Relations Office.