

LCSC Nameplate

(Letterhead)

Today's Date:

For Immediate Release/Announcing:

Who/What:	Event, people involved; LCSC program, etc.
Where:	Location: Building name, room number, etc/
When:	Date & Time event will occur
Contact:	Who to call for information, their phone/fax #s, e-mail address

Headline Statement/Event Description

Summary of event or story – From a few sentences to a couple of paragraphs (set your line spacing to 1.5). The important stuff is up above! Keep it simple. You provide the facts, the reporter writes the story. If you're trying to get the word out on something like an open house or workshop, you can fax a flyer directly to the media outlets of your choice (listed on the back of this sheet). Always include a contact name and phone number! If you think you have a story, call the Media Relations Office to discuss options.

For news releases, remember:

- ◆ News is the unusual
- ◆ News is information people need in their daily lives
- ◆ News is a human story reminding us of accomplishments, joys and new starts.
- E-mail a copy of your release (in MS Word Format) or flyer to the Media Relations Office, so we can help you with questions or editing, and post it to the college web site.

The best definition of good media relations is also the simplest: Telling people who we are and what we do.

The media relations coordinator is a public information officer, a facilitator, not the sole source of news. Here's why:

Relays are too slow. There's often a desire to centralize everything, to create a buffer. However, that also creates a barrier. In this scenario, it takes a lot of time to anticipate the media's questions, gather the answers to a reporter's questions and then get those answers back to the reporter—who by then has thought of several other questions.

More can go wrong. A deadline is missed.... Your point of view is not in the story.... Every time information passes from one hand to another, it becomes less personal ("stale," to a reporter) and the chances for errors multiply.

Most importantly, the media relations person can't always be right there. You are closest to the people and stories on a daily basis. One of the media's most pressing questions is: "How did it *feel*?" Only you or your students can answer those questions. The media relations coordinator can help disseminate information, arrange an interview, get reporters and photographers to the right place, the right people—the right information. But *you* have the real story with you. Call the Media Relations Office with questions about how to get the word out on your topic.

Contacts and Phone Numbers

Lewiston Morning Tribune

Diane Pettit, City Editor

Phone: 208-743-9411; Fax: 208-746-1185; dpettit@lmtribune.com

KLEW-TV (Lewiston)

Mary Beth Walker, News Director

Phone: 208-746-2636; Fax: 208-746-4819; mary.beth@klewTV.com

KATW/KCLK/KVAB Radio (Lewiston)

Shain Bolland, News Director

Phone: 208-743-6564; Fax: 208-798-0110; shainb@hotmail.com

KMOK/KRLC/KVTY Radio (Lewiston)

John Thomas, News Director

Phone: 208-743-1551; Fax 208-743-4440

KOZE Radio (Lewiston)

Jason Ford, News Director

Phone: 208-743-2502; Fax: 208-743-1995; jford@koze.com

KLER Radio (Orofino)

News Director

Phone: 208-476-5702; Fax: 208-476-5703

KORT Radio (Grangeville)

News Director

Phone: 208-983-1230

Fax: 208-983-2744

The Daily News (Moscow)

Editor

Phone: 208-882-5561; Fax: 208-883-8205

The Coeur d'Alene Press (Coeur d'Alene)

Editor

Phone: 208-664-8176; Fax: 208-664-0211

The Clearwater Tribune (Orofino)

Phone: 208-476-4571; Fax: 208-476-0765

The Idaho County Free Press (Grangeville)

Phone: 208-983-1070; Fax: 208-983-1336

The Clearwater Progress (Kamiah)

Phone: 208-935-0838; Fax: 208-935-0973

The Cottonwood Chronicle (Cottonwood)

Phone: 208-962-3851; 208-962-7131

Addresses and phone numbers for other media, including outlets in southern Idaho are available from the Media Relations Office. If you have a print announcement to make area-wide, The Media Relations Office can fax documents in MS Word format to multiple outlets.