

# Advocacy and media strategies:

Pro Tips to Tell Your Story  
So People Pay Attention

- Cary Martin, Little Rock Coaches
- Clarence Cox, Georgia Coach Lines
- James Wang, Peoria Charter
- Patricia Plodzeen, Patricia Plodzeen Public Relations



# Submit a news story

Pro tips from  
Cary Martin of  
Little Rock Coaches



# Ways to submit your story.

1. Go to their website
2. Write a press release
3. Call the Assignment desk and speak with the assignment editor, producer, or a reporter.



# Determining the Stories to be covered on a particular day...

1. What other big stories are in the news, and do they have room?
2. Do they have the resources to cover a story?
3. Is the story getting national attention?
4. Does it affect a lot of people?
5. What kind of mood is the newsroom in?



# Video 101

Pro tips from  
James Wang of  
Peoria Charter



# Pro tips:

1. Don't be discouraged by not having camera equipment. Just begin with your phone.
2. Be yourself. Talk to your phone as if it's your best friend.
3. Find some good music that isn't copyrighted
4. Don't make videos for the viewers. Have fun and share what you love.
5. Safety first. Never let your video-making interfere with the passengers their safety

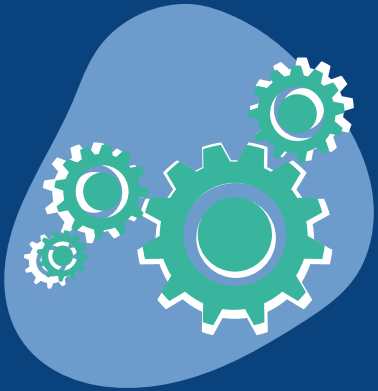
# Press Release 101

Behind every news story, public event or social post you see, there's a simple tool at the center—the press release.





85% of journalists surveyed said they read a press release in the past 24 hours.



Most news outlets have smaller staff and your release does most of the work for them.



Trade publications tend to print your entire release, often word-for-word.



You get to tell *your story*.





# What is a press release?



A single source of truth as the official, management-approved news on a new product, service or event.

Headline



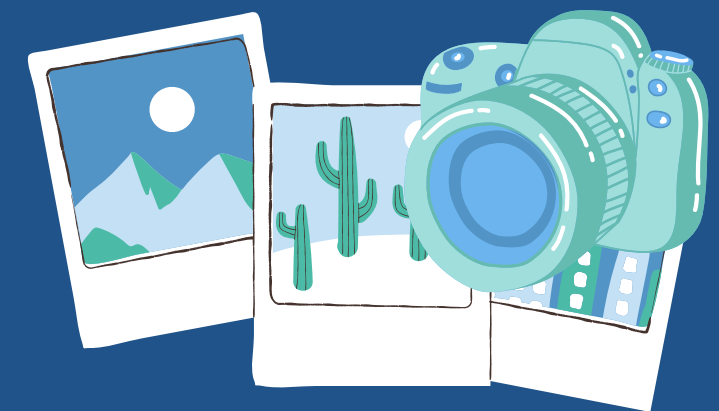
Well-written text



Targeted audience



Photos and graphics



# Elements of a press release:

- Headlines count! 75 characters, use words like first, market, million
- Dateline sets the city, state and date of your release
- Lead: Who, what, why and when: Keep it engaging!
- Body copy: The meat of the story
- Quote: A profound, bold statement
- Links: Point most of these back to YOUR website
- Boilerplate: Company bio in 50 words or less
- Contact Info



# Tips on putting it together

- Accuracy! Proofread!
- Media lists are crucial
- Media advisory - a pared-down version of your release
- Latch onto topics of the future
- Take advantage of paid-for editorial opportunities, industry award nominations
- Post your releases on your own social media channels



## Framing newsworthy topics & events

## Media outlets

Recovery: Rolling out local fun differently ▶▶▶ Trades/local news/travel

- Showcase what's selling out/tell your history and what you're doing differently

Local officials mingle among local travelers ▶▶▶ Local news/business/transportation

- Open-house event to celebrate our essential workers showcasing drivers, staff, equipment

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