

2010 – 2011 Media kit

Media Contact List

The Lower Mainland

News Radio

Sports talk

The team 1040 all sports

Contact: (604) 871-9000

News 1130

All news radio

Contact: (604) 877 4400

CKNW news talk

News and talk radio

Contact: (604) 331-2832

CBC radio 1

Contact: (604) 662-6801

TV News

Global BC (canwest global)

Contact: 604.422.6494

CTV (CTV globemedia)

Contact: News Desk: (604) 609-5800

CBC (CDN broadcasting corporation)

Contact: 604-662-6801

City TV

Contact: (604) 876-1344

Vancouver Island

News Radio

CBC Victoria

Contact: (250) 360-2227

CFOX 1070

Contact: (250) 381-6397

TV News

A Channel (CTV globemedia)

Contact: (250) 381-2484

Check News (independent)

Contact: (250) 383-2435

Okanogan & Kootenays Region

News Radio

KBS

Contact: (250) 352.5510

NL news radio

Contact: (250) 374-1610

TV News

TMTV

Contact: (250) 229-4261

CFJC

Contact: (250) 372-3322

Journalism 101

When thinking about submitting a story to your local media outlet think like a news director would—why would people care about this story? What makes it unique and news worthy? Does it have a personal – heart warming story attached?

Editors and Journalists use 'News Determinants' to decide what the stories of the day will be. Ask yourself if the story you want to submit can fit in with any of these categories and then tail it to the certain determinant.

1) Timeliness- news is now. It loses value as it ages. So the sooner the better, don't ever try to submit a story that happened a week ago. The closer the event has happened, or in this case even before if it's a competition, the more value it has.

2) Prominence- Important people are MORE newsworthy than others.

This can be anyone in the public eye, politicians, athletes etc, is your team or athletes prominent in your area? Let's capture some of the interest in athletes after the Vancouver 2010 games. Did they make a national team, or are they training towards it. Or has your team/ club/ athlete received any type of community/ athletic award?

3) Proximity- News closer to home has more value than from far away (for obvious reasons—Komo 4 news in Seattle's demographic doesn't care about Vancouver athletes, even though we can watch their news in Canada)

4) Consequence- What directly affects the public has more news value.

5) Human Interest – this plays in three parts (the last would be most relevant to stories pertaining to synchro)

a) Oddity- Public are intrigued by the unusual or out – of – the – ordinary.

b) Conflict – Public wants to know to who will win the elections, war, sports etc

c) Emotion- The public becomes emotionally involved in stories about children, animals and or a story about overcoming obstacles in some form.

You have a story, now what?

It is a common misconception to submit a story to your local paper/ tv or radio station through their website many of them will have a place for you to do this- please don't. Unless you want your story to never see the light of day. This is especially true for TV.

This is what I would suggest –

First figure out which determinant you are going to use. Then write a SHORT press release on the story. At the end ask yourself does it tell me... “Who, what, why, where?” make sure it does.

Using the press release example form your story; do not email it in.

Decide which Medium your story best suits—i.e. is it an “image rich story? Then use TV”

Radio- short, to the point exciting.

Print- More information is needed to explain the story, or if it is results of a smaller competition.

How to contact the media:

- Call – always call first!

TV:

Call the news desk, ask if there is a researcher on staff to speak with, if not ask for the assignment editor. You typically have 10-15 seconds to explain your story, who, what, where why. Have this written down and ready to talk fast. Then ask for their email to send the press release to-- you have more details, contact info etc in the press release.

Radio:

Call the news desk, say you have a story to pitch, and ask who is on the assignment desk to speak with. Then precede the exact same with TV; you may want to ask to speak with sports.

Print:

Call and ask to speak with news/ sports editor which ever you feel best suits the story-- same as above.

Press Release 101:

*The heading is the same as a news story in a paper would be and is always capitalized

LOCAL SYNCHRONIZED SWIMMING TEAM WINS CANADIAN NATIONALS

*The summary paragraph/ short sentence is *italicised* it tells the story in a different way and gives more detail.

The Canadian National Championships were held in Montreal, Quebec the BC team did exceptionally well placing first in all three events that they entered—now BC government set to increase funding to the sport.

- To start the story you always start with the city, province, month day, year—the first paragraph is the lead of the story. All of the who, what, where, when, why and even how should be placed in this paragraph. The most important information should be here. It should grab the reader's attention.

Cedarville, BC, May 30th, 2011— Cedarville Wave Synchro collected first place in three events this at the Canadian National Championships-- after hearing about the clubs success Premier Gordon Campbell announced he will increase funding to the sport all across the Province.

- The rest of the news release should expand on the information in the lead paragraph. It includes the quotes from key staff (maybe a head coach or an athlete (s))

"This has been an amazing week for us all." Said Sharon Walker head coach at Cedarville Wave Synchro. "First we win Nationals, and now it is announced that we will be receiving a large sports grant!"

- After tying more quotes together to shape the rest of the story you should conclude a last note about the overall conclusion... like

Cedarville Wave Synchro is going to release what they plan to do with the extra funds sometime later this month.

- At the end of the press you can either finish it with a -30- in the centre or '###'

-30-
Or
###

- Finish off with a short paragraph about the club and end with contact info.

About the club:

Cedarville Wave Synchro was established in 1986 and has over 400 swimmers and fifty three coaches. It is run by a dedicated executive comprised of parents and volunteers from the community. CWS runs out of their main training centre 'The BC aquatic Sports of Excellence' in Cedarville BC.

Contact:

Mary Jones

CWS- Information/ Media Manager

604.333.5555

Email

Website

Fax

Hope you have found this to be useful information, if you have any questions/ concerns you can contact me. Information is below, have a very successful synchro year!

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