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New York State Tourism Conference  
2021

# How Does a Newsroom Work?

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## AGENDA

- Why do we care about PR?
- Parts of a Newsroom
- What are Press Assets
- What Makes a News Story
- Knowing the Regional Media
- Thank you!
- Questions





## WHY PUBLIC RELATIONS IS SO IMPORTANT

Media relations can:

- Educate audiences about your entity's issues and activities
- Give identity to your company and what it does
- Build credibility within key audiences
- Debunk misperceptions
- Help handle a crisis without losing face
- Help garner support to move ahead with the organization's goals
- Establish your organization/industry's importance

The media plays a significant role in shaping public perceptions, influencing agendas for opinion leaders, and in the design and development of public programs that can help any mission.

**But First...**

# **RELATIONSHIPS**



## **PARTS OF A NEWSROOM**

It is important to understand how a newsroom is constructed to know how best to get your message to the right people.

- Assignment Desk/Editor
- Producers/Editors
- Reporters
- Constantly evolving, shrinking newsrooms



## **PARTS OF A NEWSROOM**

When to send assets to a newsroom:

- Morning and afternoon editorial meetings
- Deadlines
- Be respectful of timing



## WHAT ARE PRESS ASSETS

In short, a “press asset” is anything you prepare for media consumption.

- Media advisory
  - short, to the point, easy to read, obvious date/time/location, 5 W’s
- Press release
  - Longer form, rehash of advisory, expanded details, quotes
- Fact Sheet – background material
- Opposite the Editorial
- Anything that will get in the hands of a newsperson



## WHAT MAKES A STORY

*“If it Bleeds it Leads!”*

This is an old adage, but can still ring true. Your story will always be trumped by breaking news. Try not be discouraged by this, and follow up when the dust settles.

- VISUALS
- COMPELLING CHARACTER
- Sometimes, a compelling enough character will trump any lacking visuals.





## KNOW YOUR LOCAL MEDIA

...relationships...

It's important to understand your local media's landscape to know how best to pitch your news to the outlet.

- Which reporters cover what?
  - Do “beats” even exist anymore?
- Does the station simply regurgitate larger market production? (NYC/Boston)
- Jurisdiction/coverage are for newspapers
- Don't forget about radio



## **DON'T FORGET SOCIAL MEDIA AND CITIZEN JOURNALISM**

Issues spread quickly on social media, especially in small communities!  
Social Media is changing everything we once knew about journalism and reporting.

And social mentions from news outlets can count towards earned media.



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# THANK YOU

## Questions?

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