

Staying Ahead of the Story



WHO ARE WE?



Staying Ahead of the
Story



Chris Horgen

Advanced Public Information Officer
City of Wichita Falls

30-year Broadcast Journalist

That's it!

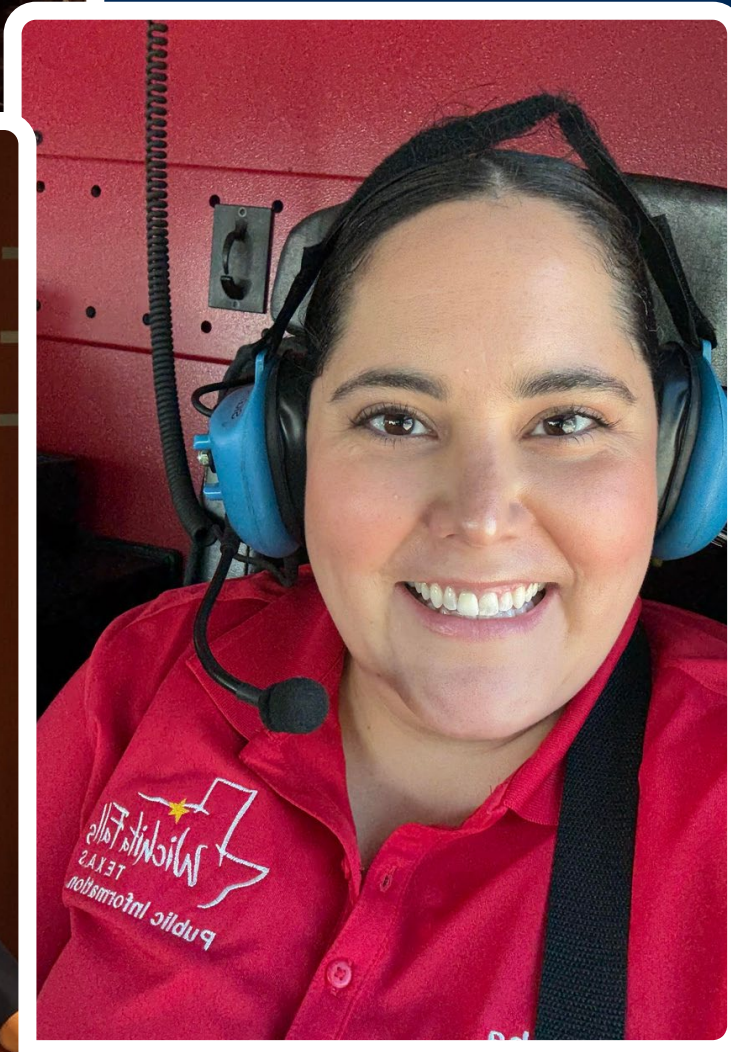
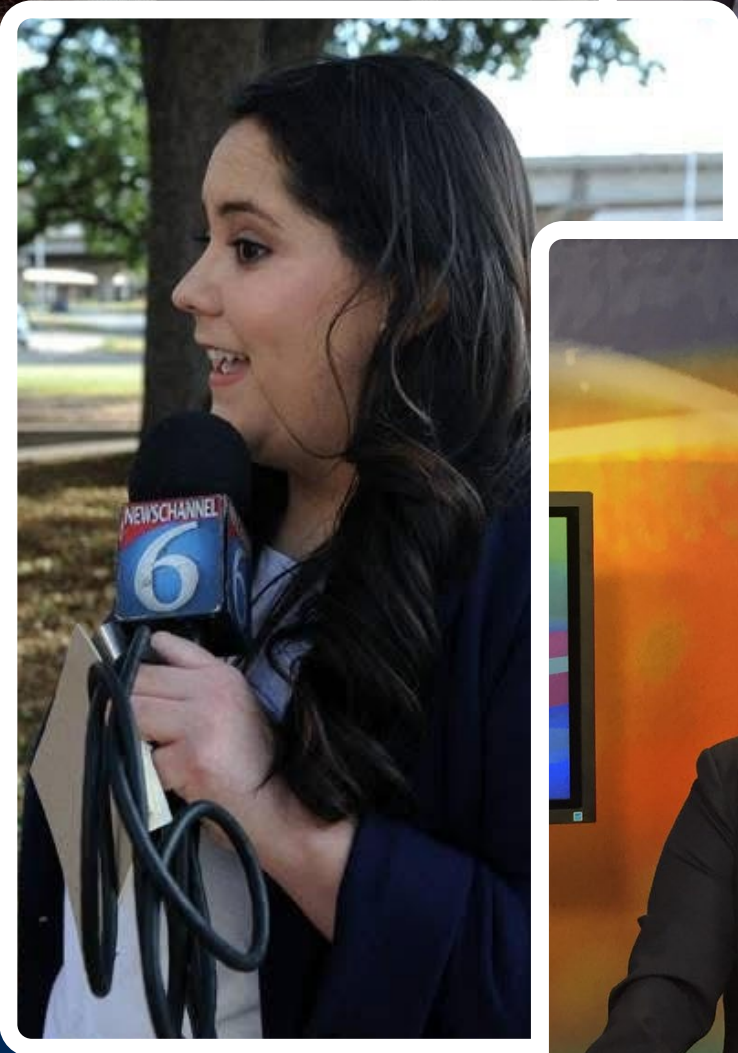
Staying Ahead of the
Story



Samantha Forester

Social Media & Marketing Specialist
City of Wichita Falls

11-years in TV
Media



Staying Ahead of the
Story

You need to become a source
of news in your community

Staying Ahead of the
Story

WHY?

Staying Ahead of the
Story

YOU are the authority

YOU have the facts

Staying Ahead of the
Story

It is YOUR job to get the right **people**
the right **information** at the right **time**,
so they can make the right
decisions.

Staying Ahead of the
Story

When you give information to the
“News Team”
you lose control of the story.

Staying Ahead of the
Story

You have to be the
TRUSTED SOURCE

Staying Ahead of the
Story

How to become a source

Think about timing...

Staying Ahead of the
Story

How to become a source

Think about timing...

News Release?

Staying Ahead of the
Story

How to become a source

Think about timing...

News Release?

Social Media Post?

Staying Ahead of the
Story

How to become a source

Think about timing...

News Release?

Social Media Post?

WHICH GOES FIRST?

Staying Ahead of the
Story

How to become a source

Think about timing...

Social Media Post **GOES**
FIRST

Staying Ahead of the
Story

How to become a source

Think about timing...

Social Media Post **GOES FIRST**

but, **WHY???**

Staying Ahead of the
Story

How to become a source

Think about timing...

You have now broken the news

Staying Ahead of the
Story

How to become a source

Think about timing...

You have now broken the news

FIRST!!!

Staying Ahead of the
Story

FALLING BEHIND is Dangerous



Staying Ahead of the
Story

Samantha...

Tell us a
story

WE had to go on defense!



Staying Ahead of the
Story

How to become a source

Tone

Humor is okay sometimes

“Feel Good” is okay sometimes

Celebrate when you have something to

Celebrate

Staying Ahead of the
Story

How to become a source

News Releases...

WAIT!

Staying Ahead of the
Story

How to become a source

News Releases...

WAIT!

Still want to send one?

INTERNAL FOR SURE

Media attribution

Staying Ahead of the
Story

How to become a source

YOU HAVE TO SELL THIS

Supervisor

Directors

City Manager

Reporters??

Staying Ahead of the
Story

How to become a source

KEY POINTS

Post goes first, and may be the only news you release to the public

Staying Ahead of the
Story

How to become a source

KEY POINTS

Post goes first, and may be the only news you release to the public

Send a News Release or not? Internally only?

Staying Ahead of the
Story

How to become a source

KEY POINTS

Post goes first, and may be the only news you release to the public

Send a News Release or not? Internally only?

Keep a serious tone, for the most part

Staying Ahead of the
Story

How to become a source

KEY POINTS

Post goes first, and may be the only news you release to the public

Send a News Release or not? Internally only?

Keep a serious tone, for the most part

Sell it to whoever you have to

Staying Ahead of the
Story



Staying Ahead of the
Story

Making Friends with the Media

“It takes less energy to like someone
than it does to hate someone.”

-John Maxwell

Staying Ahead of the
Story

Making Friends with the Media

Relationship
Building

Staying Ahead of the
Story

Making
Friends with
the Media

Relationship
Building

The invitation card features a white background with a yellow crescent moon in the top left and a yellow and blue chevron graphic in the bottom right. The text is arranged as follows:

- Top right: **Wichita Falls TEXAS** Public Information, with the tagline *Accurate · Timely · Truthful · Transparent*.
- Center: *You're Invited to a* **Media Mixer**
- Left side: **Mingle with PIO & Department Directors**
- Right side: **Free Appetizers**
- Bottom center: **Come and Go**
- Bottom center: **Wednesday, February 19, 2025**
5-8 pm
Delta Hotel Lobby
- Bottom center: No cameras please. We are just looking to build relationships.

Staying Ahead of the
Story

Making
Friends with
the Media

Help them when you can't
help them

Staying Ahead of the
Story

WISIA T
A
VNR?



VIDEO NEWS RELEASE

(that's a VNR)

*Thank
you!*

WHY do we use the VNR?

90% of the time our story gets on the air

Gets City/ Agency stories that the media may not be interested in...

INTERESTED

They will love you for it!



VIDEO NEWS RELEASE

VIDEO NEWS RELEASE

It's an edited
interview

VIDEO NEWS RELEASE

It's an edited
interview

An email

VIDEO NEWS RELEASE

It's an edited
interview

An email

A “We Transfer”

VIDEO NEWS RELEASE

It's an edited

interview

An email

A “We Transfer”

Your story on the news

*Thank
you!*

How does it work?



We need a “TAW -PIC”

How does it work?

CARE TO WEAR PINK!



How does it work?

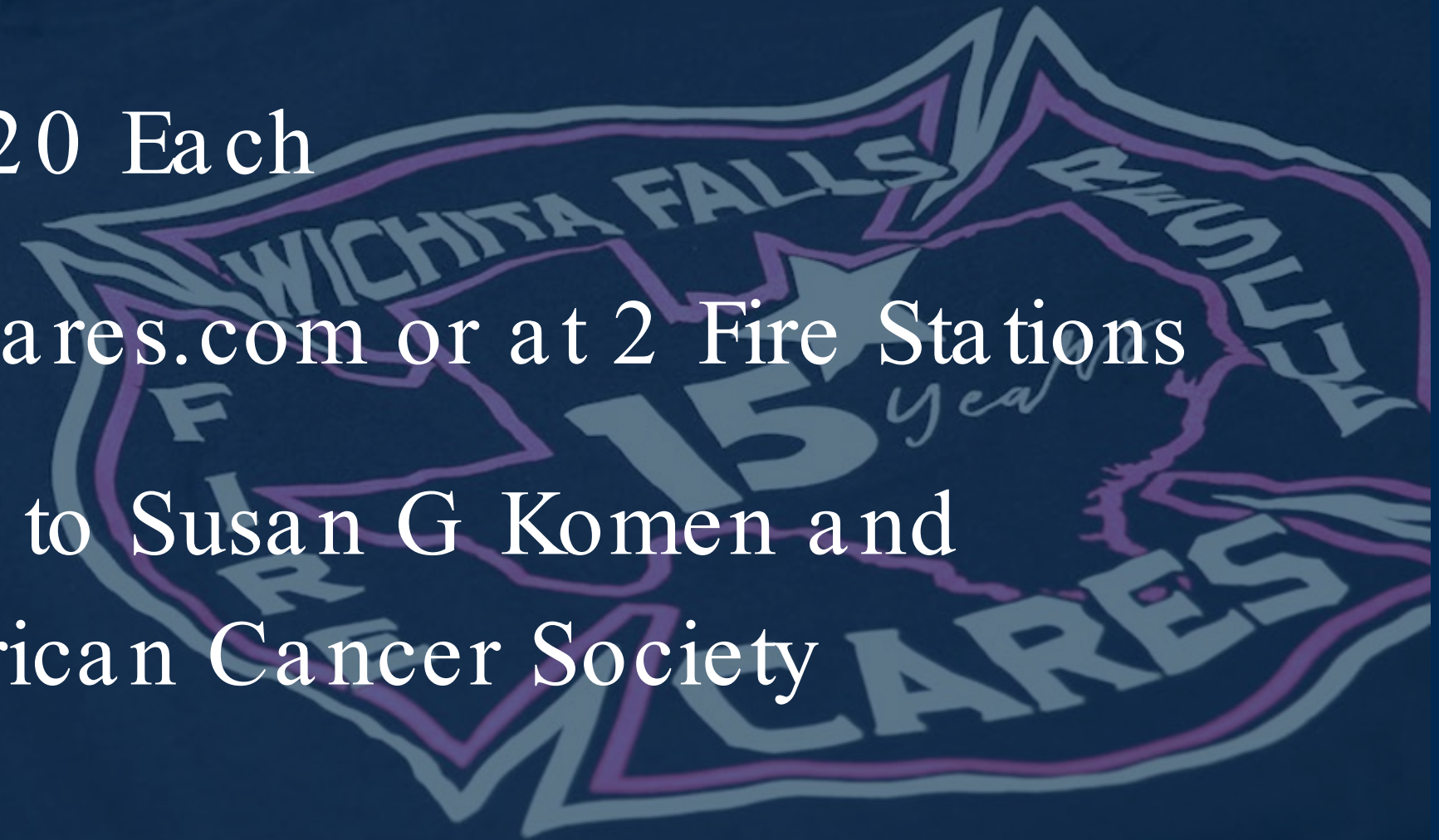
CARE TO WEAR **PINK!**

Wichita Falls Firefighters sell t-shirts in October.

\$20 Each

Online sales at WFFDCares.com or at 2 Fire Stations

Proceeds go to Susan G Komen and
the American Cancer Society





We shot an interview about the program

We edited the interview



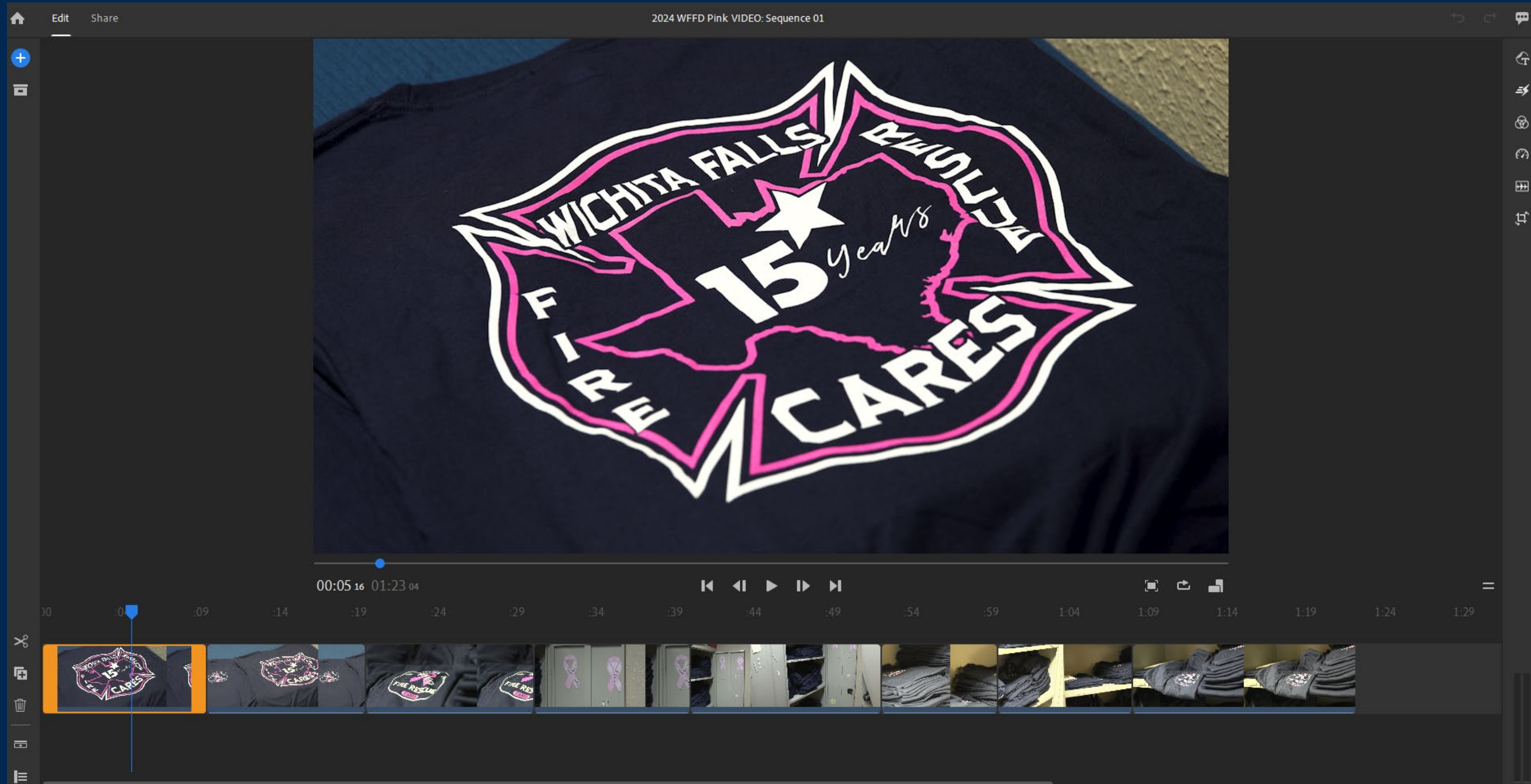


We shot an interview about the program
OUR QUESTIONS!

We edited the interview
OUR MESSAGE!



Video Opportunities?



Getting the VNR to the Media

Email the “SELL” to your contacts.

INCLUDE THE MANAGER!

Include the story itself

The 5 “W”s and that “H” if necessary

Give them more than they need

Tell them what else is coming

Details matter

SEND THEM THE GOODS

WE Transfer is what I use

It's free and will be able to handle your file size

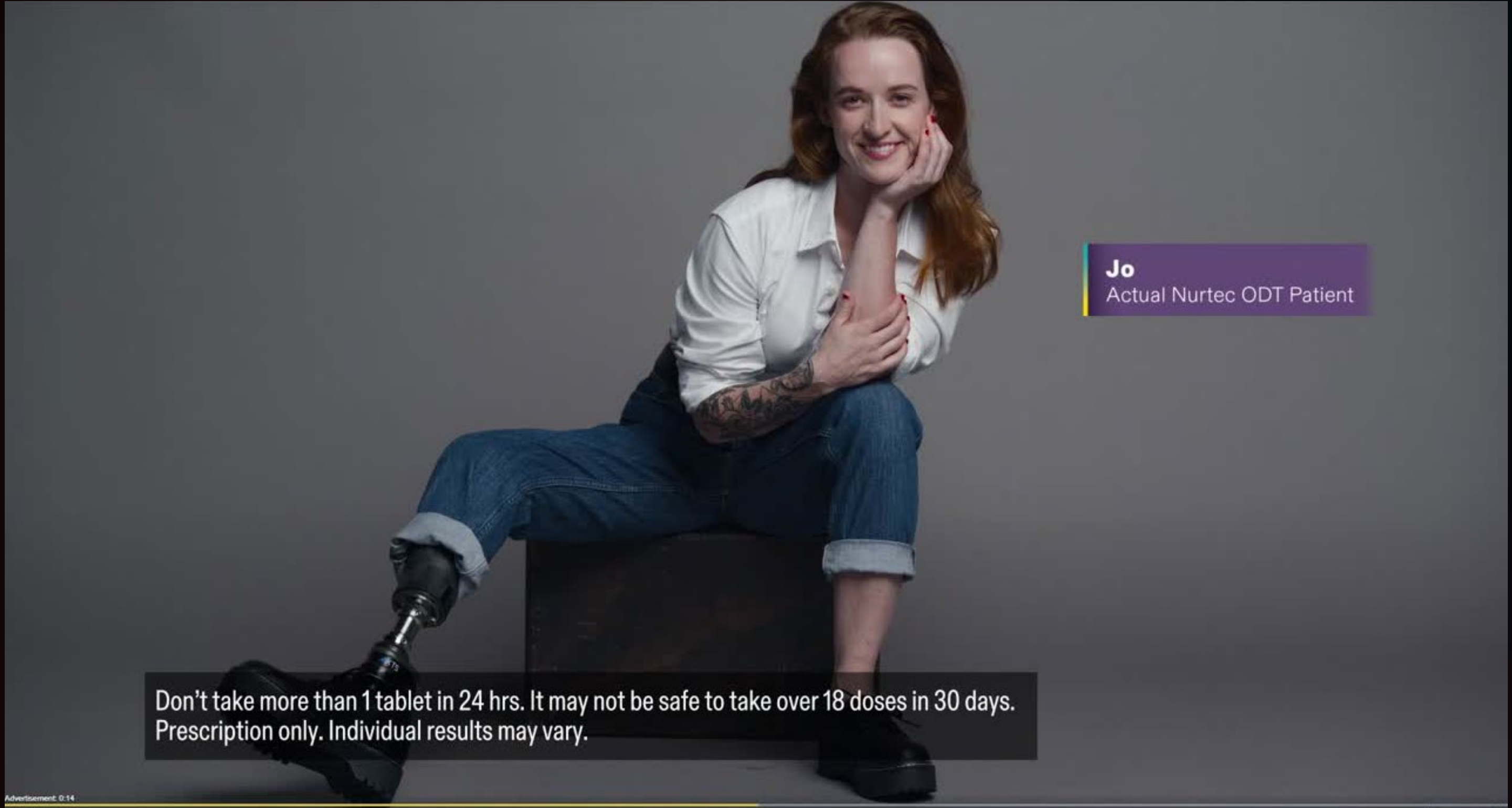
Include what you're sending

Refer to your previous email

IT WORKED!!!

CARE TO WEAR PINK!





Jo
Actual Nurtec ODT Patient

Don't take more than 1 tablet in 24 hrs. It may not be safe to take over 18 doses in 30 days. Prescription only. Individual results may vary.

*Thank
you!*

**I made a
mistake!!!!**

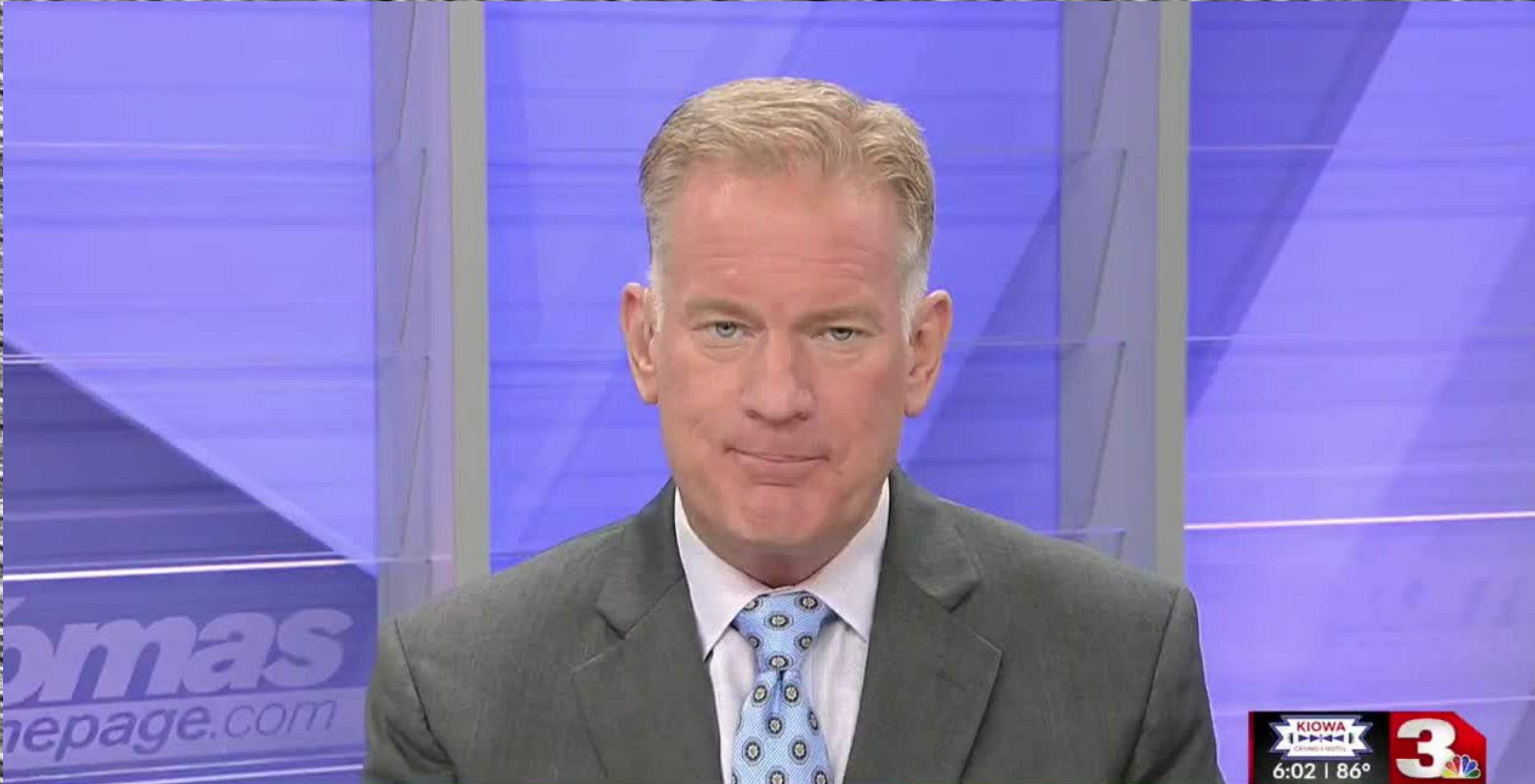
Drought Watch VNR



Stage 1 Drought Watch



**Interview Shot and Edited
News Release Ready
DUCKS IN A ROW!!!**



KIOWA
CASINO & HOTEL
6:02 | 86°
3

	STANLEY WORKS	0.72 105.68	AT&T	0.19 21.66	VERIZON COM	0.29 43.70	FINANCE
--	----------------------	-----------------------	-----------------	----------------------	--------------------	----------------------	----------------

*Thank
you!*

HOW TO SELL IT



Story or Event?



Stories “softer” news



Stories “softer” news

Profiles



Stories

“softer” news

Profiles

Features



Stories

“softer” news

Profiles

Features

Examples Please?!



An aerial photograph of a large, dense green tree. At the base of the tree, there is a red utility vehicle with a white container on its back. Two workers wearing high-visibility yellow and orange safety vests are positioned near the vehicle. The ground around the tree is dark brown soil. The text "October 4, 2023 Wichita Falls City Hall" is overlaid in white on the image.

October 4, 2023 Wichita Falls City Hall



BIG MARKET TV STILL NEEDS

YOU!!!!

**Weekends
weren't only
made for
Michelob!**



Producers need weekend stories



Get to know the reporters



*Thank
you!*

This time, it's for real!!



Chris Horgen

chris.horgen@wichita fallstx.gov

(940) 761-7402



Samantha Forester

samantha.forester@wichita fallstx.gov

(940) 761-7406



Staying Ahead of the
Story