



Building relationships with reporters for outreach

Pam Kan-Rice, News & Information Outreach

February 20, 2020

Agenda:

- Why we want to build relationships with reporters
- How to find reporters who cover your subject
- How to build a relationship with reporters
- What reporters want



Why should you work with news media?

- Visibility
- Accountability
- Outreach & education
- Partnering
- Funding



Boy Scouts files for Chap. 11

Organization seeks bankruptcy protection amid a wave of new sexual abuse lawsuits.

By Ken Cedeno

The Boy Scouts of America, one of the nation's oldest and largest youth organizations, filed for bankruptcy today as protection from a wave of new sexual abuse lawsuits.

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California's law, AB 918, took effect in January and, among other provisions, allows a three-year "look-back" for victims to sue for damages on claims previously barred by statute-of-limitations provisions. It also relaxes age restrictions on filing age restrictions on filing claims, giving victims until age 65 to file a claim if they become aware of injury caused by abuse.

The Boy Scouts of America "wants simply to do the right thing and to move forward," says a spokesman. "We are not trying to avoid our responsibility to our youth."

While we know nothing can undo the tragic abuse that victims suffered, we believe the Chapter 11 process — with the proposed "Trust" — will provide myriads of opportunities to all available compensation to all victims while maintaining the BSA's important mission," he said.

Scouts officials will not say how many abuse lawsuits have been filed in relation to the filing.



TRACY KAHN, left, curator of UC Riverside's Citrus Variety Collection, inspects a trifoliate orange hybrid tree. Photograph by Bruce J. Brubaker for the Los Angeles Times

In a Noah's Ark of citrus, a fruit apocalypse looms

Bacterial infection threatens 113-year-old UC Riverside collection

By GWYNETH ARBUTHNOT

It has been described as a Noah's Ark for citrus: two of every kind. Spread over 25 acres, UC Riverside's 113-year-old Citrus Variety Collection was founded as a place to gather and study as many citrus specimens as possible — right now, the inventory is under attack.

When the trees bloom, or hang heavy with fruit of different varieties, colors and sizes — orange and yellow and purple, as well as a pinky red or as large and gnarled as Christmas trees — they are a sight to behold. But lately, many of the trees are showing signs of distress.

But now, an apocalyptic sign. A bacterial infection known as citrus greening has been found in several trees in the collection.



KAHN holds a Valencia pomelo hybrid orange. "We're getting to a point where it's kinda scary," she says of the citrus greening threat.

Two visions of how to lead as D.A.

Lacey's punishment-first style is in stark contrast to her rival Gascon's progressive tack during his tenure.

By JAMES GREGG

Justin Lacey and George Gascon spent their childhoods in the same city and eventually running for and eventually running for some of the nation's largest law-enforcement agencies.

Lacey, the two-term incumbent who oversees the police department, has worked in the office since the late 1980s. He has worked for the Los Angeles County Sheriff's Department, the Los Angeles County Jail, and the Los Angeles County Probation Department. Lacey's office is known for its progressive approach to law enforcement.

Gascon, the former San Francisco district attorney, spent his childhood in the same city and eventually running for and eventually running for some of the nation's largest law-enforcement agencies.

The Times reviewed records from the Los Angeles and San Francisco law-enforcement agencies to highlight the differences between the two but also speaks to some similarities that exist.

Look for the name of reporters on stories about subjects related to your work.

Their contact information is usually next to their name or at the end of the article.

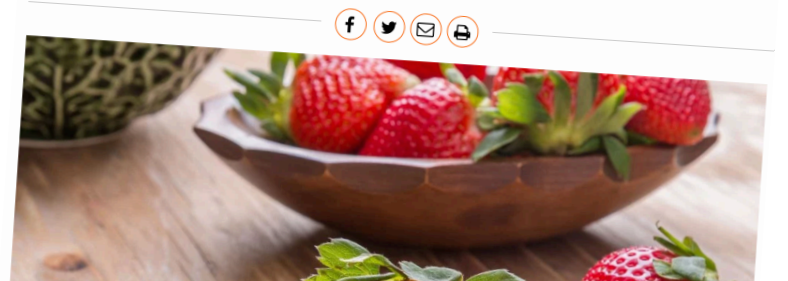
Mother Jones f t

SUBSCRIBE DONATE

New Study: Eat Your Strawberries Before Climate Change Wipes Them Out

Avocados, almonds, peaches, and many other California crops are also threatened.

TOM PHILPOTT MAR. 7, 2018 6:00 AM



Establish yourself as a source

- Knowledgeable
- Credible – Introduce yourself with your title and affiliation with UC Cooperative Extension or appropriate UC program
- Approachable
- Helpful

Connect with journalists



Jodi Helmer

@helmerjodi

Following

Would you pay \$18 for a cup of **#coffee**? A growing number of California coffee farms are coming online and the beans are selling out. My newest article for **@NPRFood**

NPRFood @NPRFood [Botcheck.me](#)

Eureka! California-Grown Coffee Is Becoming The State's Next Gold Mine
[n.pr/2BxQiPO](#)

11:20 AM - 16 Feb 2018

2 Retweets 7 Likes



Pam Kan-Rice

@UCANRpam

[@helmerjodi](#) Thanks for the follow & nice feature on California-grown coffee! If you'd like to know about other California crops, I'd be happy to help connect you with UC scientists.

4:27 PM - 16 Feb 2018

1 Like



Add another Tweet



Jodi Helmer @helmerjodi · 14m

Replying to [@UCANRpam](#)

I'll definitely take you up on that! Thank you.





Tamar Haspel
@TamarHaspel

Ok people, how can it be that the tiny bit of my beach plum jelly left in the pot jelled beautifully, but the jars didn't set?



7:38 AM · Sep 8, 2019 · Twitter for Android

7 Likes



Master Food Preservers of OC @mf poc1 · 10h

Replying to @TamarHaspel

Hi! University of California Master Food Preservers here. How did you cook and process the jelly?



Master Food Preservers of OC @mf poc1 · 10h

Replying to @TamarHaspel

Hi! University of California Master Food Preservers here. How did you cook and process the jelly?



Tamar Haspel @TamarHaspel · 8h

OOH! 4 c. beach plum juice, six c. sugar, bring to a hard boil for 2 minutes. Is there any way for me to save this?



Master Food Preservers of OC @mf poc1 · 8h

It's absolutely salvageable! A few more questions.

1. You didn't mention pectin, so I'm guessing none was added?

2. After pouring the hot juice/sugar mix into jars, did you process them in a water bath, or did you just cap the jars?



Tamar Haspel @TamarHaspel · 8h

Forgot to say 2 tablespoons powdered pectin. And no water bath.



Master Food Preservers of OC @mf poc1 · 3h

First, refrigerate the unset jelly until you can reprocess it. It's definitely not shelf stable.

Second, here is the @NchfpUGA 's instructions for re-processing soft jelly. Use either a water bath or steam canner to safely finish your jelly.

nchfp.uga.edu/how/can_07/rem...



HOW REPORTERS START
THEIR DAY AT WORK...

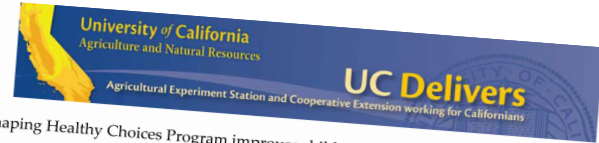


TODAY I AM AN
EXPERT IN:

POLITICS	ECONOMY	CAR REPAIR	HEALTH CARE	
TELEVISION	AEROSPACE	BIOENGINEERING	MEM'S	
FOREIGN AFFAIRS	COUNTY FAIRS	OIL	VINEGAR	
SPORTS	STOCKS	BONDAGE	OBOE	EXPLOSIVES
COMPUTERS	PLUMBING	FOOD	SEPTIC TANKS	
FUSION	LIPOSUCTION	CARTOONS	WORLD PEACE	

Share background material

- Fact sheets
- Press releases
- Articles you've written on the subject
- Website addresses



Shaping Healthy Choices Program improves children's health

The Issue

Simply offering healthy options is not enough to motivate children to make healthy choices. Moreover, imposing restrictions rather than providing children with options to make healthy choices has long-term negative implications. With recent estimates of childhood obesity showing that approximately 32 percent of children are overweight or obese, it is clear a program that addresses multiple, obesity-related factors is necessary to successfully target this complex issue.

What has ANR done?

The Shaping Healthy Choices Program (SHCP) is a multi-component, school-based intervention composed of five components: 1) nutrition education and promotion, 2) family and community partnerships, 3) integration of regional agriculture, 4) foods available on the school campus, and 5) school wellness policies. Using pre- and post-test measurements, we determined if schools utilizing the program have improved student outcomes compared to controls.

As part of the program, a UC Davis and UC Cooperative Extension team provided 1) a standards-based curriculum with interactive classroom nutrition, garden, and physical activity education for fourth-grade students, 2) healthy experiential activities that link agriculture, food preparation and nutrition, 3) garden technical support, 4) local grower and distributor connections to school cafeteria, and 5) support for increased fresh produce in the program activities into the school wellness initiatives.

The Payoff

School-based nutrition education program results in fewer overweight and obese children

Results provided a base for state and national dissemination of a school-based multi-component program to prevent childhood obesity. Preliminary analyses show that overweight and obese children participating in the SHCP in Sacramento County dropped from 56 to 38 percent during the program period.

Using school sites for the SHCP components allows students, families, school personnel, health partners, and community members to cultivate excitement and acceptance of nutrition and health behaviors that positively impact the school environment and the community. The success of the SHCP to promote health and prevent obesity enabled participating schools to sustain lasting improvements for the school community.

Clientele Testimonial

"My students shared things they learned about safe food handling and safety in cooking ... parents said their children want to help in preparing meals at home." SHCP teacher

"Parents shared with me that their children are voicing input on meals, and asking if they can add fruit to their salads." SHCP teacher

"I tried zucchini and yellow squash when I was little and didn't like it, but now I like it."



Engage a reporter

- Invite them to an event
- Offer to give them a tour
- Give them a new angle on a timely subject



The medium is the message

- **Television** – visual, engaging
- **Radio** – sound, create visuals with words
- **Newspaper** – Visual, more detailed, in-depth
- **Internet/blogs/social media** – Video, audio, photos, links



Advice from reporters



“Times are changing.”

I spend a lot more time on social media than ever.

We find ideas and story tips in social media posts.



“Twitter is where I am often.”

“I get story ideas there.”



A screenshot of a Twitter profile for Ezra David Romero. The profile picture shows a man with a beard wearing headphones. The header image features a person kayaking on a lake with mountains in the background, overlaid with the text "TAHOE LAND CapRadio". The profile name is "Ezra David Romero" with a verified badge and a blue checkmark. The handle is "@ezraromero" and it says "Follows you". The bio reads "Environment Reporter/Podcast Host @CapRadioNews. #TahoeLand Beats: climate science, disadvantaged communities vulnerable to cc, etc." The location is "Sacramento, CA" and the website is "capradio.org/tahoeland". It says "Joined December 2008". The profile has "5,817 Following" and "5,187 Followers". Below the bio, it says "Followed by Ruth Dahlquist-Willard, CalMatters, Rachel Becker, and 161 others". At the bottom, there are tabs for "Tweets", "Tweets & replies", "Media", and "Likes". A tweet is partially visible at the bottom, showing "Ezra David Romero Retweeted Tony Davis @tonydavis987 · 3m Napa County facing one of its".

3:45 PM 88%

TAHOE LAND CapRadio

Ezra David Romero ✓

@ezraromero Follows you

Environment Reporter/Podcast Host
@CapRadioNews. #TahoeLand Beats: climate science, disadvantaged communities vulnerable to cc, etc.

Sacramento, CA capradio.org/tahoeland

Joined December 2008

5,817 Following 5,187 Followers

Followed by Ruth Dahlquist-Willard, CalMatters, Rachel Becker, and 161 others

Tweets Tweets & replies Media Likes

Ezra David Romero Retweeted
Tony Davis ✓ @tonydavis987 · 3m
Napa County facing one of its

“If you’re telling me about a field day or other event, e-mails with an attached Word doc or .pdf are still the best.”

“Farm advisors who regularly update their social media this is a quick way to put that in front of me and keep me updated on stuff you think might interest me. “





Following

Camille von Kaenel

@cvonka Follows you

Covering the aftermath of the Camp Fire for @chicoer as a @report4america corps member. Previously @EENewsUpdates, @columbiajourn.



Camille von Kaenel

@cvonka

From the journalist perspective, extension advisors are golden sources for local environment, agriculture and climate change articles.

UC ANR Ag&Natural Resources @ucanr · 8h

Fewer UC Cooperative Extension advisors “means less capacity to do research to address local issues, and we’re more spread out, trying to do more outreach,” said Luis Espino @UCRice in #Butte County to @cvonka @ChicoER chicoer.com/2020/01/10/loc...

Local ag experts face budget constraints

Camille von Kaenel

January 10, 2020 at 4:00 a.m.

Agriculture, Local News, News, Science, Top Headlines



Almond orchards begin to bloom near Durham on Wednesday, February 20. (Matt Bates -- Enterprise Record)

Butte and Glenn counties have been going with

What is news?

Timely information that affects one's health, wealth, heart or mind

- Promoting economic prosperity in California
- Developing a qualified workforce for California
- Safeguarding abundant and healthy food for all Californians
- Protecting California's natural resources
- Building climate-resilient communities and ecosystems
- Promoting healthy people and communities
- Developing an inclusive and equitable society

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