

GOOD NEWS TRAVELS FAST WHEN YOU PITCH IT RIGHT

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**BAD NEWS
SELLS ITSELF**



**GOOD NEWS
NEEDS A
STRATEGY**

**FIRST THINGS FIRST -
BUILD THE RELATIONSHIPS NOW
NOT WHEN YOU PITCH
DO NOT WAIT FOR A REPLY
GET OUT TO THE NEWSROOMS
FOOD HELPS
BE ACCESSIBLE AND HELPFUL
ANSWER THE CALLS - ALL OF THEM
PREPARE THE OTHERS**

KNOW YOUR MARKET

INSIDE THE NEWSROOM INBOX

300+ EMAILS

COUNTLESS RIBBON CUTTINGS

PRODUCT PUSHES

EVENT INVITATIONS

20+ “YOU SHOULD COVER THIS” PITCHES

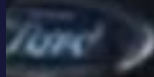
**YET ANOTHER PRESS
CONFERENCE INVITE**

**0.5 SECONDS TO SPEND ON
READING YOUR SUBJECT LINE**



CRISIS = AUTOMATIC ATTENTION
GOOD STORIES = PACKAGE & PITCH
OR THEY WILL DIE IN AN INBOX

EXEDITION



EXEMPT
11046

RANDOM ACTS OF KINDNESS

**THE RIDE ALONG THAT TURNED INTO
THE NEVERENDING NEWS CYCLE**



RANDOM ACTS OF KINDNESS

FILLING GAS TANKS

THEFT VICTIMS

HOLIDAY OUTREACH

REWARDING GOOD SAFETY HABITS

GIVING AWAY GROCERIES

**SCHOOL SUPPLIES
YOUTH SPORTS**

SENDING KIDS TO PROM

WHY THIS WORKED:

FRESH CONTENT EACH MONTH

HOT TOPICS

SPECIFIC & PERSONAL STORIES

BUILT IN VISUALS:

GIFTING, REACTIONS, INTERACTIONS

CLEAR HOOKS

EASY SOUNDBITES AND PACKAGES

STORIES THAT TRAVEL HAVE:

A PERSON AT THE CENTER

A CLEAR “WHY IT MATTERS NOW”

STRONG VISUALS (NOT JUST A STOCK IMAGE)

GIVE THEM ACCESS

EXCLUSIVES

EMOTION

A SIMPLE CLEAR ANGLE

THE GOOD NEWS FORMULA

HUMAN + VISUAL + TIMELY

MAIN
CHARACTER
ENERGY?

WHAT WILL THE
CAMERA SEE?

WHY DOES THIS
MATTER RIGHT
NOW?

CREATE SUBJECT LINES THAT CAPTURE ATTENTION

INSTEAD OF

**“RANDOM ACTS OF
KINDNESS PROJECT - PRESS
RELEASE”**

TRY

**“FROM TRAFFIC
STOPS TO
MENTORSHIP:
officer gives back at
his old high school”**

PROGRAMS < PEOPLE

INSTEAD OF

**“JOIN US FOR COFFEE
WITH A COP”**

TRY

**“WHAT HAPPENS WHEN
NEIGHBORS BRING THEIR
QUESTIONS AND
COMPLAINTS STRAIGHT TO
THE BADGE AT THE COFFEE
SHOP”**

WOULD A STRANGER STOP SCROLLING FOR THIS?

IF THE ANSWER IS NO:

TIGHTEN THE HOOK

MAKE IT PERSONAL

ADD THE STAKES

WHY SHOULD THE AUDIENCE CARE?

ADD THE VISUAL



**YOU CAN'T CONTROL BREAKING NEWS
YOU CAN CONTROL HOW YOU MAKE YOUR GOOD
NEWS TRAVEL**

**PACKAGE IT WELL. PITCH IT CLEARLY.
TELL THE STORIES YOUR COMMUNITY DESERVES TO HEAR.**

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