

***Public Media & Radio,***

# ***Journalism Collaborations,***

...and upcoming state  
legislative sessions



# ***Who are you?***

Hello! I'm Rachel Osier Lindley,  
Senior Editor for The Texas  
Newsroom. I'm based in Dallas  
but travel all over Texas.



# ***What we're talking about today***

**01**

## **INTRODUCTION TO "HUBS"**

NPR's Collaborative Journalism Network & how it works in Texas

## **CONNECTING WITH JOURNALISTS**

Building strong relationships with local/regional media

**03**

**02**

## **WHAT MAKES GOOD STORIES?**

How reporters *try* to create interesting and engaging journalism.

## **QUESTIONS?**

We'll have time at the end for you to ask anything you'd like!

**04**

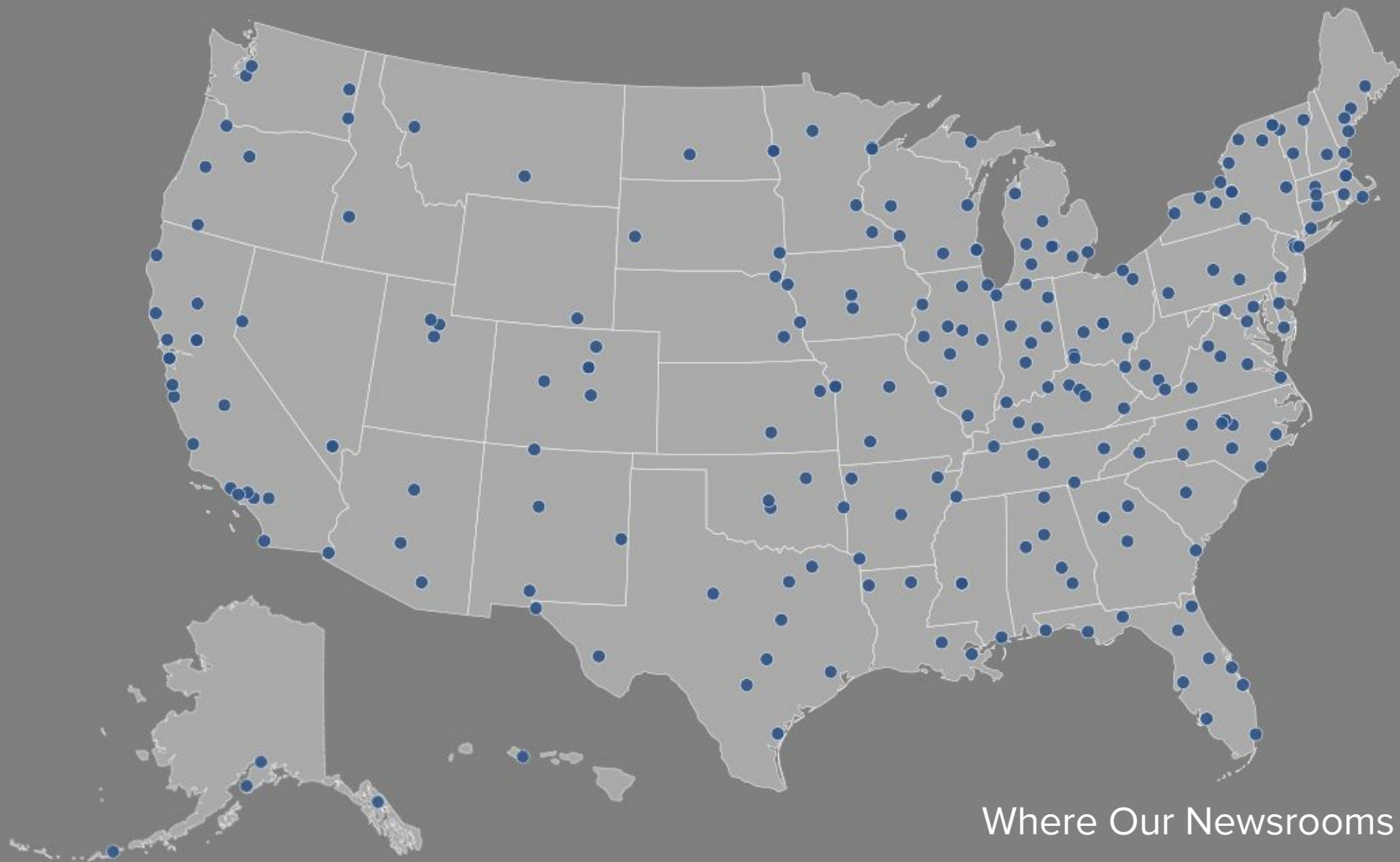


The graphic features a light beige background with a faint, stylized illustration of a microphone. Overlaid on this are several elements: a large, dark purple speech bubble pointing downwards, a smaller pink speech bubble pointing upwards, and a red-outlined rounded rectangle at the bottom. The text is arranged within these shapes.

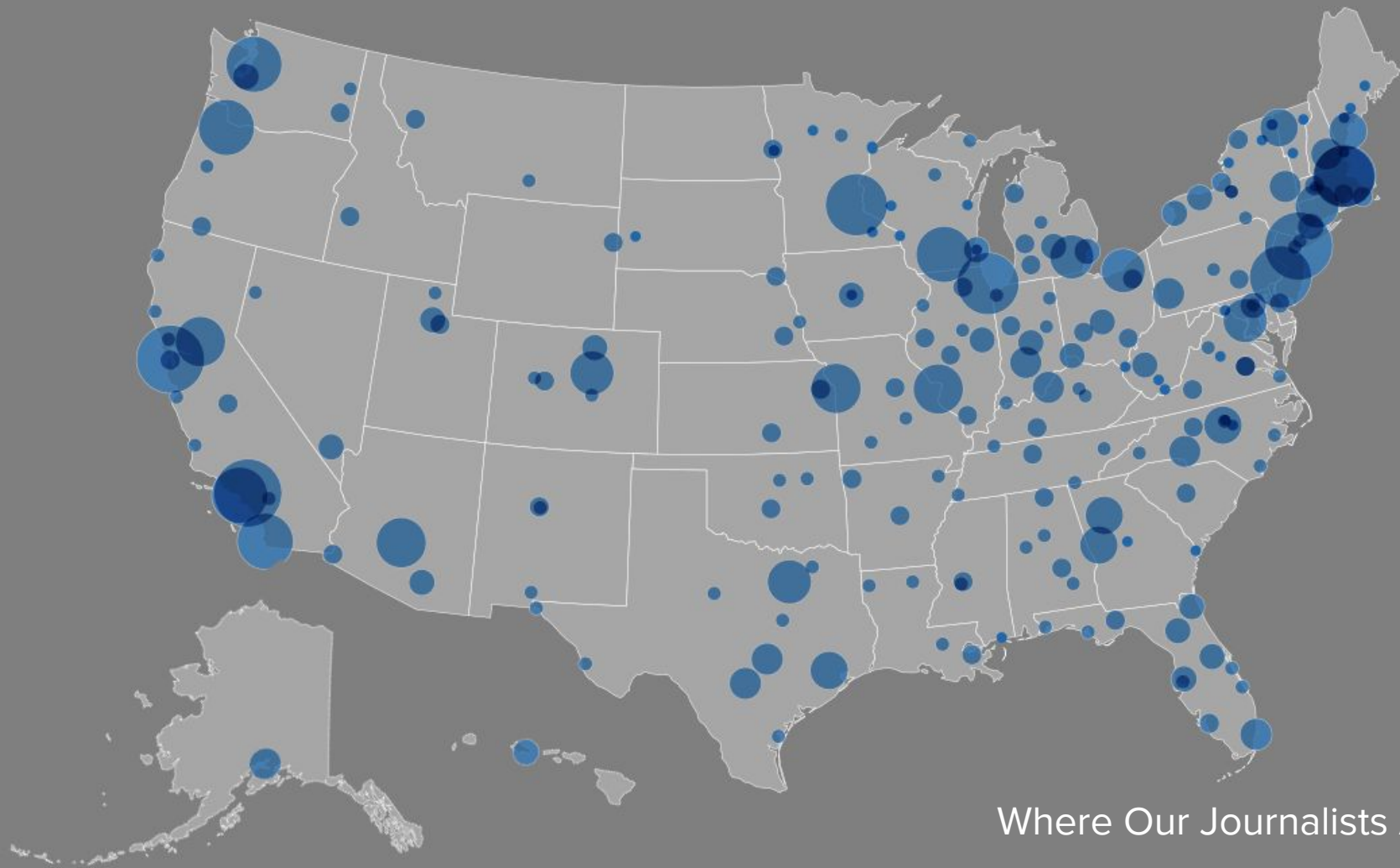
**NPR's**

# ***Collaborative Journalism Network***

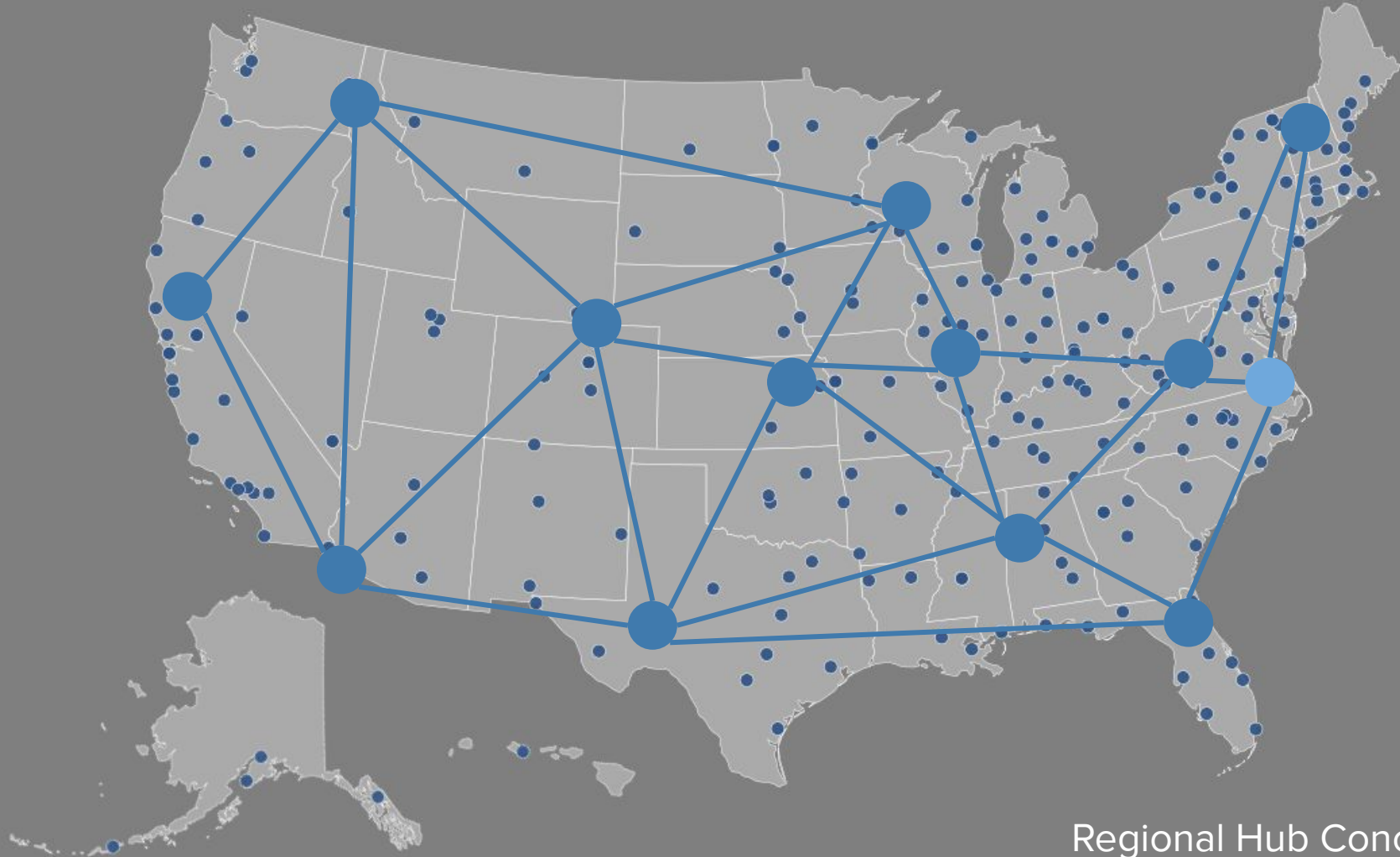
A closely-connected system that leverages the expertise of stations, NPR and other producers to create unique journalism across all of our channels — locally, regionally and nationally.



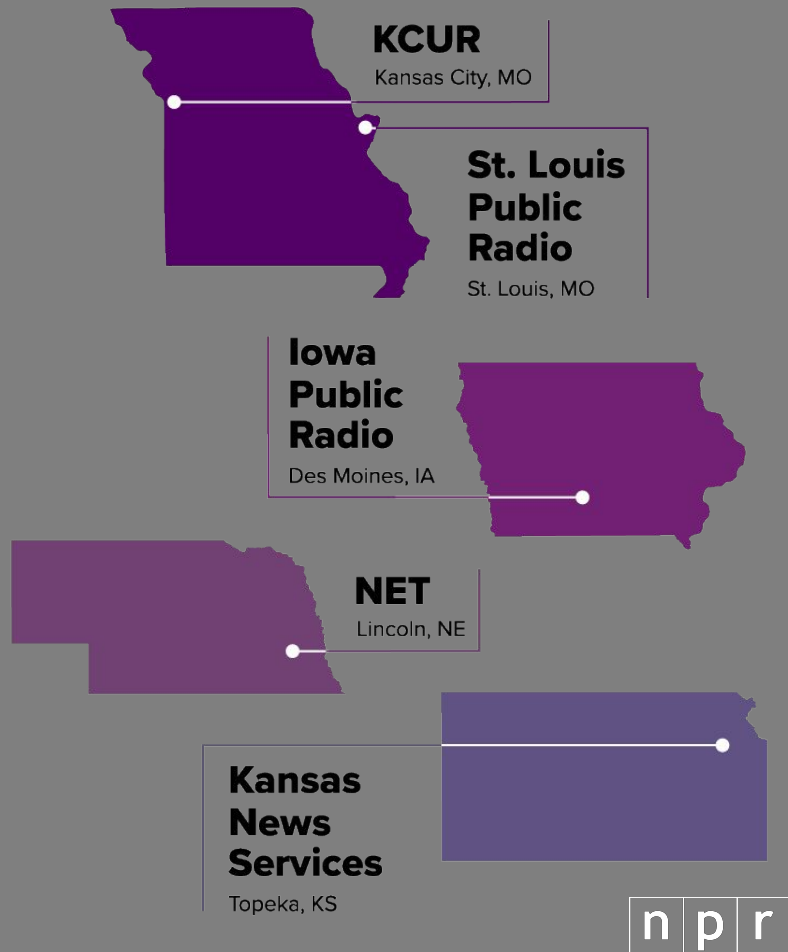
Where Our Newsrooms Are



Where Our Journalists Are



Regional Hub Concept





**WBHM**

Birmingham, AL

**Mississippi  
Public  
Broadcasting**

Jackson, MS

**WRKF**

Baton Rouge, LA

**WWNO**

New Orleans, LA

**KERA**

Dallas

**KUT**

Austin

**Texas  
Public  
Radio**

San Antonio

**Houston  
Public  
Media**

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**Texas Public Radio**



**AUSTIN**

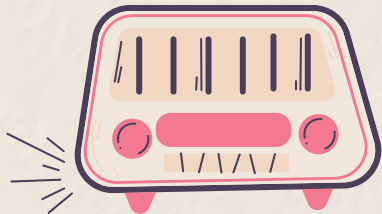


**Houston Public Media**

A SERVICE OF THE UNIVERSITY OF HOUSTON

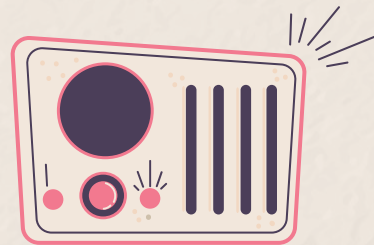


# ***THE TEXAS NEWSROOM***



## ***Reporting/Editing***

Editors and reporters from all corners of Texas plan together and collaborate on coverage.



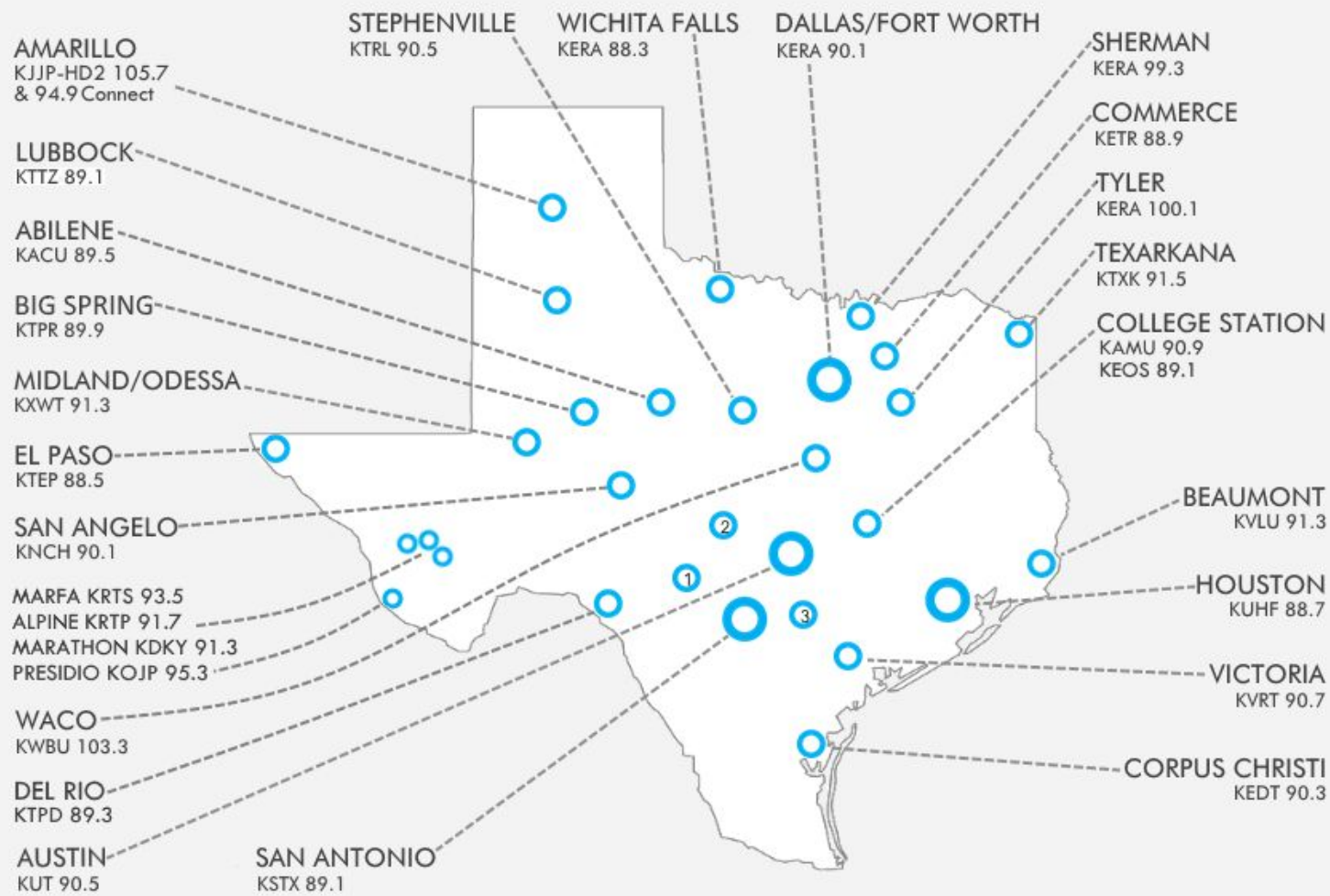
## ***Newscasts***

We now have six live newscasts that air across the state every weekday.

# *The Team*







1. Kerrville KTXI 90.1    2. Llano KVHL 91.7    3. Gonzales KCTI 1450AM









**02**

# ***GOOD STORIES***

And how reporters make them

# ***STORY BRAINSTORMING***



## ***What***

What's my driving question?



## ***Why***

Why does this matter? How can I get people to care?



## ***Who***

Who should I interview?



## ***Where***

Where is the best place to find “real people” to talk to about this?



## ***Sound/Visuals***

What opportunities for sound are there?



## ***Audience***

Who is this story for?  
Who will be interested?

“Don’t read me the news  
— tell me a story.”



***– Lots of people. And me too.***





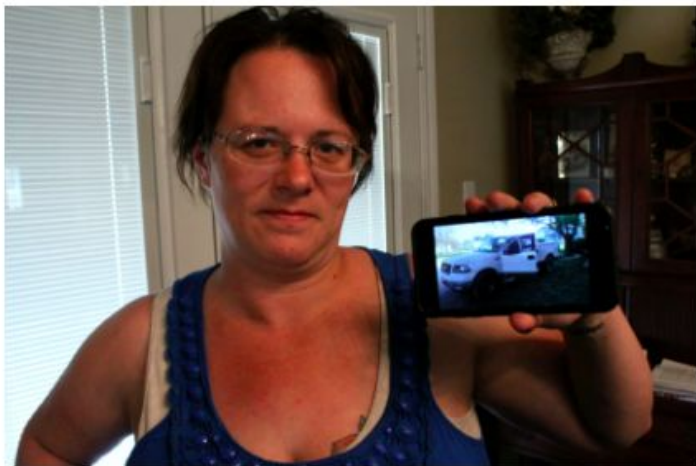
## After A Crime, The Family's Truck Is Seized. In Texas, Getting It Back Costs More Than Money

KERA | By Christopher Connelly

Published May 15, 2017 at 7:06 AM CDT



|| LISTEN • 5:54



Christopher Connelly / KERA News

Crystal Greeson holds up a picture of the family truck that was seized when her husband was arrested. It's subject to forfeiture because her husband was caught with drugs in the truck, which is in his name. Greeson hopes to buy it back.



*'Everyone agrees El Chapo's catamaran should be taken. I think most of us are shocked they're looking at Crystal's truck.'*







**03**



## ***Connecting with Journalists***

Tips for how to do this well!

# *The simple stuff*



## **STEP 1**

What media orgs  
would be  
interested in this?



## **STEP 2**

What reporters  
there cover these  
stories?



## **STEP 3**

Craft a pitch & start  
a conversation.



## **STEP 4**

Follow up!



## ***Relationships are key***

“When someone builds a relationship with me AND sends me relevant pitches, I’m much more likely to be responsive and figure out how to work on the story.”





# ***PITCH EMAILS***



Reporters get a million of these per day! Some tips:

- Have a strong opener
- Don't make them too long
- Be clear and concise

Follow up with a phone call. Everyone is experiencing **email overload** right now.



# ***What Makes A Good Pitch?***

## ***Timely...but with space***

Give the reporter some time to plan!



## ***Impact***

Real stakes and complexity

## ***Stats/Trends***

Data, reports and research.  
Connecting dots



## ***PEOPLE***

Identifies potential interview subjects, especially REAL people



***“I’m interested in connecting the dot stories – for instance, say the AHA was lobbying for more walkable infrastructure to be built with the new federal infrastructure bill in order to reduce heart disease. A pitch like that could be interesting, especially if they have new, relevant research...say, a new report on how stress related to poverty impacts the heart. Something like that would catch my eye.*”**



**04**

***Questions?***

Ask away!



# THANKS!

Do you have any questions?

rlindley@kera.org

www.keranews.com



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**Bye, y'all!**