

It's News to Me: Survival skills when dealing with media



Communications Office
Presentation for Bridging the Gap 2015

Presenters:

Mary Ross Agosta – Archdiocesan Director of Communications
Ana Rodriguez-Soto - Editor, Florida Catholic-Miami / La Voz Católica
Juan Di Prado – Digital Media Specialist and Media Coordinator
Veronica Fernandez – Administrative Assistant

What is news?

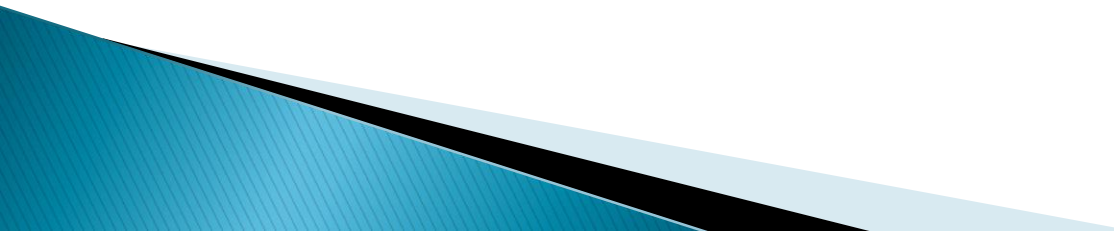
When a dog bites a man, that is not news, because it happens so often. But if a man bites a dog, that is news.

John B. Bogart, city editor, *The Sun*

**Everything is news ...
to somebody.**

The question is: Who cares?

**The bigger the number that care, the
bigger the news.**

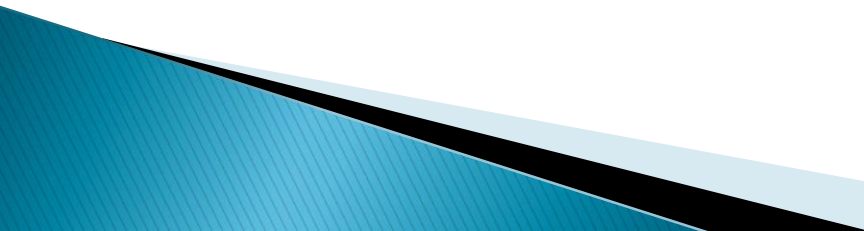


So you might have to decide...


- Is it parish bulletin news?**
 - Is it community newspaper news?**
 - Is it Florida Catholic news?**
 - Is it Miami Herald/Sun-Sentinel news?**
 - Is it Channel 10/Channel 23 news?**
 - Is it CNN/New York Times news?**
- 

- The more people affected...
- The more prominent (famous) those involved...
- The more unusual the event...
- The more timely the event...

**...The more likely it is
to get published as news.
And that's when the media starts
calling you!**



Which would you consider more newsworthy?

- 1) Confirmation at your parish
 - 2) Pope confers confirmation at your parish
-
- 1) Your school wins the district championship
 - 2) One of your students competes in the Olympics
-
- 1) A seventh-grader wins a science fair
 - 2) A seventh-grader builds a robot and sells it to Google
- 

Those examples demonstrate how prominence and uniqueness impact newsworthiness

But so does timeliness: A parish pilgrimage to Philadelphia makes the news when Pope Francis is in town.

But nothing is as old as Christmas on Dec. 27. So think ahead!



Is it news or is it an event?

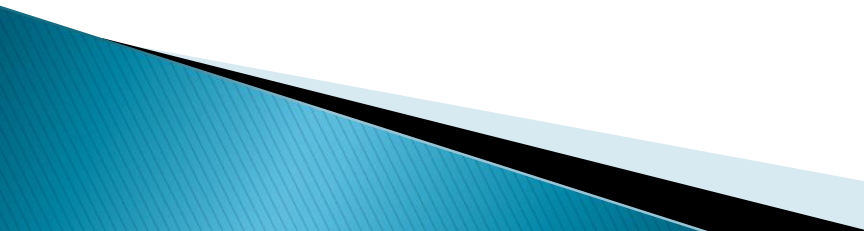
**If it happened already it's news.
If it is going to happen, it's an event.**

What every news story or event announcement requires:

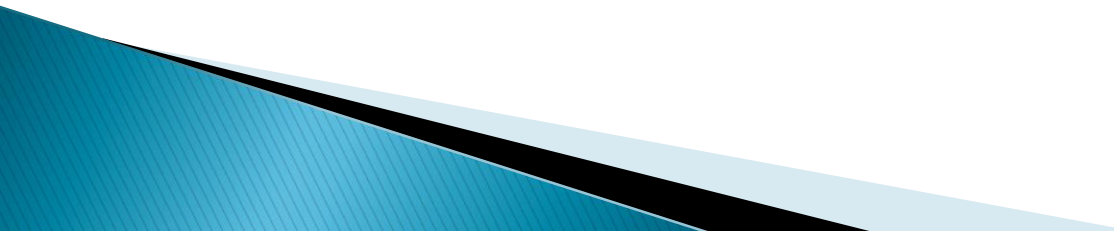
I keep six honest serving men
(They taught me all I knew);
Their names are What and Why and When
And How and Where and Who.

Rudyard Kipling, author

The famous 5 Ws of journalism:

- ▶ **Who**
 - ▶ **What**
 - ▶ **When**
 - ▶ **Where**
 - ▶ **Why**
 - ▶ **(and how).**
- 

General style guide for news articles, event submissions and photo captions:

- **Do not use all caps ANYWHERE!** (Not in the headline or subtitle or the story, not in the story itself, not in an event posting)
 - **Always identify your source** or person being quoted by full name (first name, last name) followed by who they are (i.e. Father Enrique Delgado, pastor, St. Katharine Drexel Parish, Weston)
 - **Titles before names:** Abbreviate Msgr.; all other religious titles (Archbishop, Bishop, Father, Sister, Brother, Deacon) spell out.
 - **Picture captions** must include: names of all those in the photo from left to right with brief explanation of what's taking place in the picture; relevant identifications, such as pastor, parochial vicar, principal, seventh-grader, etc.
- 

General style guide for news articles, event submissions and photo captions:

- **Count heads.** Make sure the number of recognizable people in the photo and the number of IDs you provide are equal. And the number shouldn't be more than five or six.
- **Write captions in full sentences, with a present tense verb.**
 - e.g. *Archbishop Thomas Wenski greets parishioners at St. John the Apostle Church in Hialeah before celebrating the anniversary Mass for the parish July 17.*
 - Notice what's included there: Who, what, where, when.
 - I should be able to look at the picture and see what the story is about.

Submitting pictures

- Print requires higher resolution than Web
- Shoot and send at highest resolution possible (file size: 1 megabyte (MB) = 1,000 kilobytes (KB) or bigger)
- Photo files should have a .jpg extension
- Do not embed them in Word or PDF documents
- Do not reduce their size to send over email

-Don't let your photos be boring



VS



- Look for people interacting rather than just looking straight at the camera
- Look for one photo that tells the whole story
- Avoid groups of more than 5 people

How to get your news published:

- In The Florida Catholic / Archdiocese of Miami website
 - Send it to me: arsoto@theadom.org
- In the secular press:
 - Send it to Juan: jdiprado@theadom.org
- Always:
 - Copy Mary: mragosta@theadom.org

Archdiocese of Miami website

Events calendar:

- On the homepage all the time
- Sent out as part of the email newsblast each Wednesday

Upcoming Events

[View All Events](#)[Submit an Event](#)

HOLY CROSS OFFERING \$20 SCHOOL AND SPO...

Aug

From 9:00 AM to 9:00 PM

3

Holy Cross Urgent Care and Imaging Centers

[More Info >>](#)

YOUNG ADULT NIGHT AT THE MIAMI MARLINS!

Aug

@ 7:00 PM

4

Marlins Park

[More Info >>](#)

BRIDGING THE GAP: ARCHDIOCESAN RESOUR...

Aug

From 8:30 AM to 4:30 PM

5

Monsignor Edward Pace HS

[More Info >>](#)

SOLEMN MASS FOR PERSECUTED CHRISTIANS ...

Aug

@ 7:00 PM

6

St. Mary Cathedral

[More Info >>](#)

FAITH-SHARING NIGHTS

Aug

@ 6:30 PM

6

St. Anthony Church

[More Info >>](#)

"ADOREMUS" - NOCHE DE ADORACIÓN - PARR...

Aug

From 8:00 PM to 10:00 PM

7

Prince of Peace Church

[More Info >>](#)

YOUNG AND CATHOLIC

Aug

@ 4:30 PM

8

Panera Bread - Weston Commons

[More Info >>](#)

To announce an event:

- Open “My Account” at top right of home page

The screenshot shows the top navigation bar of the Archdiocese of Miami website. It includes links for PARISHES | SCHOOLS | PRIESTS | MASSES |, a search bar with the placeholder text "Keyword", and social media icons for Facebook, Twitter, YouTube, and Instagram. Below the navigation bar is the main header with the Archdiocese of Miami logo and the text "ARCHDIOCESE of MIAMI". The navigation menu includes "HOME", "ABOUT US", "OFFICES & MINISTRIES", "NEWS & EVENTS", and "MY ACCOUNT", which is highlighted in yellow. The main content area features three large images: a person in a black shirt and white shorts, a bishop in white vestments holding a golden crozier, and Archbishop Thomas Wenski in black and red vestments. Below the images are the captions "Illus House" and "Upcoming Events". The "Upcoming Events" section includes two buttons: "View All Events" and "Submit an Event".

PARISHES | SCHOOLS | PRIESTS | MASSES | Search

ARCHDIOCESE of MIAMI [HOME](#) [ABOUT US](#) [OFFICES & MINISTRIES](#) [NEWS & EVENTS](#) **MY ACCOUNT**

Illus House

STATEM
ARCHE
THOMAS

**ARCHBISHOP
THOMAS WENSKI**
+ HOMILIES + COLUMNS + PODCASTS

Upcoming Events

[View All Events](#) [Submit an Event](#)

Sign in or create an account



ARCHDIOCESE of MIAMI

[HOME](#) [ABOUT US](#)

[OFFICES & MINISTRIES](#)

[NEWS & EVENTS](#)

[MY ACCOUNT](#)

My Account

Login

Email*

Password*

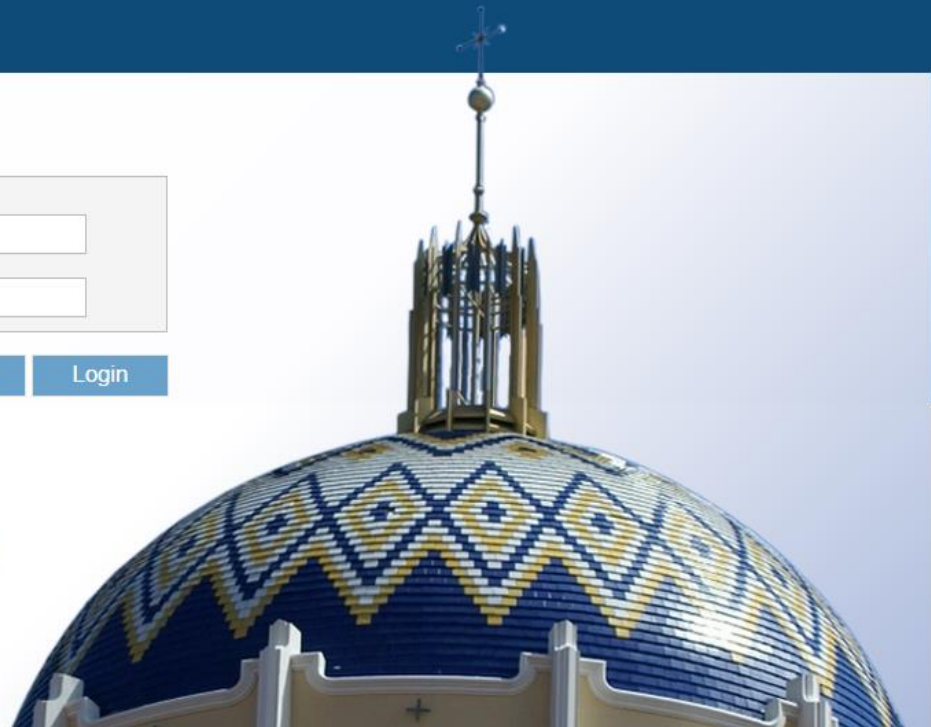
[Create a new Account](#)

[Forgot Password ?](#)

[Login](#)

Your participation is very important to us

Create an account and participate by requesting that we publish your events.



If you are creating a new account, fill in the blanks:

My Account

Personal Information

Title*	<input type="text" value="Mrs."/> ▼
First Name*	<input type="text" value="Ana"/>
Middle Name	<input type="text" value="Rodriguez"/>
Last Name*	<input type="text" value="Soto"/>
Suffix	<input type="text"/>
Phone*	<input type="text" value="305-762-1131"/>
Cell Phone	<input type="text" value="305-761-8990"/>

Edit

Relationship with the community

Church

- Parishioner
- Pastor
- Priest
- Deacon
- Staff
- Religious

School

- Student
- Principal
- Teacher
- Staff
- Volunteer

Other

- Diocesan Staff
- Visitor
- Others

Editor, The Florida Catholic

Organization Information

Where:

Org. Name:

Street Address:

City:

State:

Zip:

Web:

Edit

Edit

User ID Information

Email

New PW*

Confirm PW*

Edit



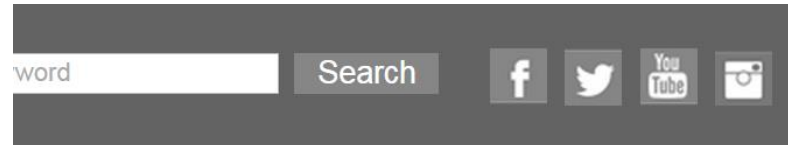
Then look at the top right hand corner under My Account:



[NEWS & EVENTS](#) [MY ACCOUNT](#)

MY ACCOUNT

- My Account
- My Articles
- My Events
- Logout



DIOCESE of **M**IAAMI



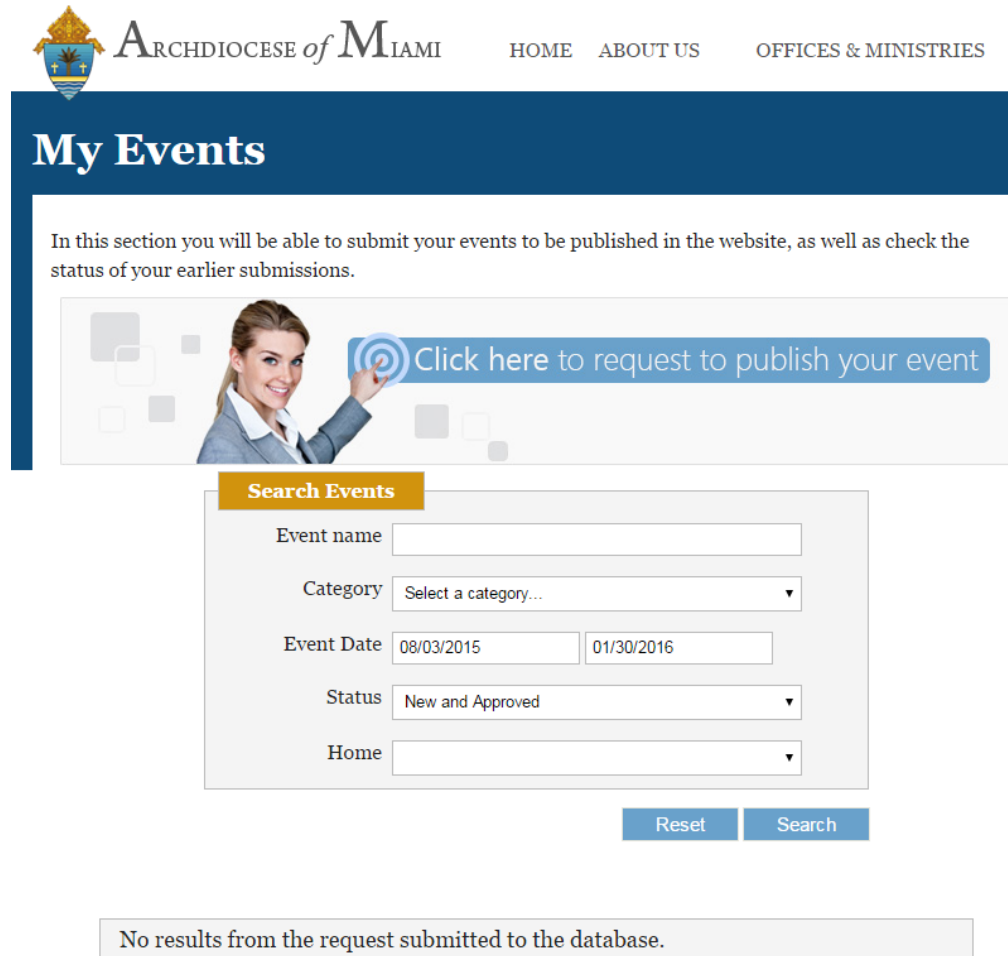
[DIOCESE](#) [NEWS & EVENTS](#) [MY ACCOUNT](#)

MY ACCOUNT

- My Account
- My Articles
- My Events
- Logout

Click on My Events:

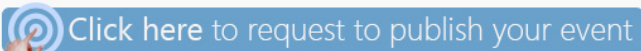
- Most of you will not be able to post articles



ARCHDIOCESE of MIAMI HOME ABOUT US OFFICES & MINISTRIES

My Events

In this section you will be able to submit your events to be published in the website, as well as check the status of your earlier submissions.



Search Events

Event name

Category

Event Date

Status

Home

No results from the request submitted to the database.

Follow the prompts and fill in the blanks

- Choose from drop-down menu
 - Category
 - Language
 - Where? Church, school or other
- Location: Will appear automatically for church/school. If other, you have to fill in.
- Contact information:
 - Make sure you “select a type” when you fill it in, otherwise it will not appear properly

About the event

Event name*

Category*

Language

Event location

Where?*

Select:

Location*

Street Address*

City*

State*

Zip*

Adtl Info

Contact information

Name

Contact Method

Contact Method

Contact Method









Contact Method

Write:









- Quick description in upper box
- Longer description in lower box
- Short description is absolutely necessary
- Long description is completely optional

Event description

Short Description (This is what people will see at a glance)

B *I* U A²        

More information about the event

B *I* U A²        

Choose a date:


- **From date A to B:**
Aug. 13-15
- **Repeats systematically:**
First Saturdays,
First Fridays /
Tuesdays and
Thursdays for 3
weeks
- **Repeats on specific dates:**
“This is a manual
process...”


Event Manager


[Back to List](#)


- 1 Provide General Information
- 2 Select Date**
- 3 Supporting Files (images and PDF's)


- Select from the list below the type of time schedule for your event.
- You will be able to edit your time schedule in the next step.

One time event 

From date A to date B 

Repeats systematically 

Repeats on specific dates 



Follow the prompts and fill in the blanks

« May 2015 »

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 6:00 PM to 2:00 PM	30 6:00 PM to 2:00 PM	31 6:00 PM to 2:00 PM

[Add date & time](#) [Delete all dates](#)

You can tweak individual dates afterward, and also by clicking on the “Review” tab.

Existing Relationships

Name	Entity	Action
Santa Barbara Church	Church	

Event relationships

Relationship to

Entity

[Add relationship](#)

Also, be sure to add a “relationship.” That way the event will appear under your parish listing.



St. Gregory Church

Contact Info	Mass Schedule	Parish Priests (3)	Events (3)
News (5)			



St. Gregory Church

Contact Info	Mass Schedule	Parish Priests (3)	Events (3)
News (5)			

Virtus Session at St. Gregory

Saturday, Sep 12, 2015 at 8:00 AM - English



Virtus training sessions run approximately three hours long. Due to the subject matter, children are not allowed in the sessions. Participants will not be allowed to enter if arriving late, nor will their attendance be counted if they leave early. To register for a Virtus "Protecting God's Children for Adults" session, log in to www.virtusonline.org and click on the yellow word "registration" located on the left hand side of the page. Next choose Miami as the location and then view a list of sessions available. Choose a session and follow the prompts.

Location

St. Gregory Church

Add an Adobe PDF file, such as a flyer with more information

Event Manager

Back to List	New	Duplicate	Review
Edit	Delete	Publish Event	

1 Provide General Information 2 Select Date **3 Supporting Files (images and PDF's)**

- Only one decorative image per event. System will overwrite if you upload another image.
- Image size = 230 x 180 pixels.
- Accepted file types: jpg, jpeg, png and pdf.

Images & Files

Choose File No file chosen

I'm Done! Upload File

Add a
picture/jpg
image – 230
pixels wide x
180 pixels
deep – as
decoration

Top

Seminario La Dignidad de la Mujer

Next date: *Sep 15, 2015* - [click here for time schedule](#) - *Spanish*



El Instituto Pedro Arrupe de Conciencia y Transformación Social presenta el seminario 'La Dignidad de la Mujer'

PARA DAMAS Y CABALLEROS

"La dignidad de la mujer es medida en razón del amor, que es esencialmente orden de justicia y caridad." (Carta Apostólica *Mulieris Dignitatem* del Sumo Pontífice Juan Pablo II)

En todos los momentos de la historia de la humanidad se ha menospreciado a la mujer, su valor y su dignidad y nuestra época no es la excepción.

Partiendo de toda la problemática que vive y sufre la mujer en nuestros días, y especialmente viendo que en los últimos años la posición de la mujer. tanto en la familia como en la sociedad humana. ha venido



Note the Duplicate option: If you have more than one event you need to post, hit Duplicate and change whatever needs to be changed.

Event Manager

Back to List	New	Duplicate	Review
Edit	Delete	Publish Event	

- 1 Provide General Information
- 2 Select Date
- 3 Supporting Files (images and PDF's)

- Only one decorative image per event. System will overwrite if you upload another image.
- Image size = 230 x 180 pixels.
- Accepted file types: jpg, jpeg, png and pdf.

Images & Files


Choose File No file chosen

I'm Done! Upload File

Once it is submitted online, it is received for the print edition

- **one-stop service**
- **as long as it meets deadlines, which are posted at:**

www.miamiarch.org/CatholicDiocese.php?op=old_News_Collaboration

- Good rule of thumb: Post 8 weeks before event date for print deadline
 - Events may be posted months ahead - the earlier the better
 - Event announcements themselves may lead to news coverage: Florida Catholic might decide to send a reporter and Communications Office might announce to secular media
- 

To post articles (after an event has happened):

-Send stories and pictures to me:

arsoto@theadom.org

-Chances are they will not run in print but obviously that depends on the newsworthiness



Pinecrest Knights of Columbus win national award for recruiting

St. Louis Church's Council 14730 has seen tremendous growth since 2009 founding

Friday, July 31, 2015

Florida Catholic staff - Florida Catholic



Photographer: COURTESY PHOTO

Officers with St. Louis Parish's Knights of Columbus Council 14730 pose with their pastor, Father Paul Vuturo, after a recent event at the church. The council just won a national award for recruiting new members.

PINECREST | Knights of Columbus Council 14730 of [St. Louis Church](#) in Pinecrest has won the award for top council in the United States for recruiting 101 new members in the 2014-2015 fraternal year.

The [Knights of Columbus](#) presents the highly coveted Century Club Award to any council adding 100 new members over suspensions and withdrawals. Michael J. McKeever represented the council on a trip to the international headquarters of the Knights in New Haven, Conn. He was also featured in the June 2015 issue of the Knights' monthly magazine, *Columbia*, for his council's significant recruiting accomplishments.

The [Knights of Columbus](#) is the world's largest Catholic fraternal service organization with more than 2.9

LATEST NEWS

Feature News

- Amor en Acción missionaries organize summer camp for children in Haiti
- Dr. James Jude, 87, co-developer of CPR
- Cuban refugees find shelter at St. Brendan Church, Camillus House

Parish News

- [Pinecrest Knights of Columbus win national award for recruiting](#)
- Cathedral 'goes green' with renovations

School News

- Small school takes big strides in sports

Statements

- Archbishop Wenski to Congress: Raise minimum wage
- Cardinal: Planned Parenthood's work reflects 'throwaway culture'

www.facebook.com/ArchdioceseofMiami



Archdiocese of Miami
Religious Organization · Catholic Church

3,293 likes +10 this week
Monica Lauzurique and 79 other friends

6,317 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Get Phone Calls From News Feed
Include a Call Now button so people nearby can call your business right from your promotion.
[Promote Local Business](#)

ABOUT

Home to over half a million Catholics in South Florida. Led by Archbishop Thomas Wenski, who was installed on June 1, 2010.
<http://www.miamiarch.org/> [Promote Website](#)

Timeline About Photos Events More ▾

Status Photo / Video Offer, Event +

What have you been up to?

1 Scheduled Post
Scheduled for Monday, October 26 at 4:17pm. See post.

Archdiocese of Miami
Published by Ana RodriSoto [?] · 4 hrs · Edited [?] ·

Kind of timely, wouldn't you say? Find out what the Church teaches about the life issues of our day through these RespectLife seminars.



THIS WEEK

6,317 Post Reach

629 Post Engagement

0 Sign Up

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- Founded



Home Notifications Messages Search Twitter Tweet

Find us also on
f /ArchdioceseofMiami
@CatholicMiami
/CatholicMiami

TWEETS 4,755 FOLLOWING 212 FOLLOWERS 5,541 FAVORITES 32 Edit profile

Tweets Tweets & replies Photos & videos

Archdiocese of Miami @CatholicMiami
Home to over 1 million Catholics in Miami-Dade, Broward and Monroe Counties. Led by Archbishop Thomas Wenski, appointed by Pope Benedict XVI on April 20, 2010.
Miami, FL
miamiarch.org
Joined August 2009
207 Photos and videos

Pinned Tweet
Archdiocese of Miami @CatholicMiami · Jul 31
#Didyouknow? Start reflecting on Sunday readings by going to miamiarch.org and looking at Cath-o-hólic box.

Eighteenth Sunday in Ordinary Time : August 2, 2015

 When the crowd saw that neither Jesus nor his disciples were there, they themselves got into boats and came to Capernaum looking for Jesus. And when they found him across the sea they said to him, "Rabbi, when did you get here?" Jesus answered them and said, "Amen, amen, I say to you, you are looking for me not because you saw signs but because you ate the loaves and were filled. Do not work for food that perishes but for the food that endures for eternal life, which the Son of Man will give you. For on him the Father, God, has set his seal." So they said to him, "What can we do to accomplish the works of God?" Jesus answered and said to them, "This is the work of God, that you believe in the one he sent." So they said to him, "What

Who to follow · Refresh · View all
Life Justice Peace @LifeJu...
Fr Hector J Madrigal @fr_h...
Sarah Vabulas @CatholicDr...
Follow
Follow
Follow

Find friends

Trends · Change
#VotersFirst
Republican presidential candidates participate in 'Voters First' forum
21.3K Tweets about this trend
#SHESKINDAHOTMUSICVIDEO
1.25M Tweets about this trend
#StandwithPP

@CatholicMiami



catholicmiami

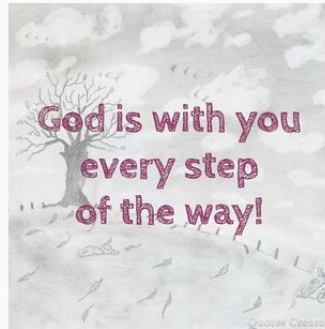
EDIT PROFILE

Archdiocese of Miami Home to over half a million Catholics in Miami-Dade, Broward and Monroe Counties.

173 posts

797 followers

56 following




@catholicmiami

Knock, knock? It's the press!

**What to do if a journalist
knocks on your door**

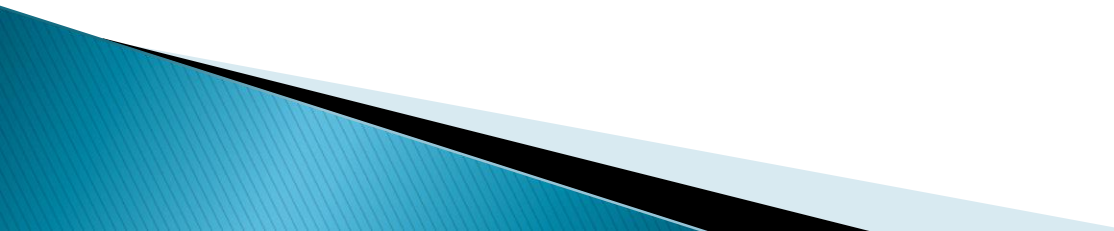
What to do if media call your parish/school:

1. Designate in advance a person in your office who will take such calls; usually this is the parish or school administrative assistant.
 2. Have the person ask for the reporter's name, media outlet (what TV station, newspaper, radio station) and a phone number.
 3. Inform the reporter that all media calls must be cleared through the Archdiocese of Miami Office of Communications. Please ask the caller to contact Mary Ross Agosta, Director of Communications at 305-762-1043 or 305-790-8811 (cell).
 4. Once the phone call with the reporter is concluded, please call the Communications Office to alert personnel to the expected call and provide the reporter's name etc.
 5. Communications personnel will be in touch with you regarding the reporter's request.
- 

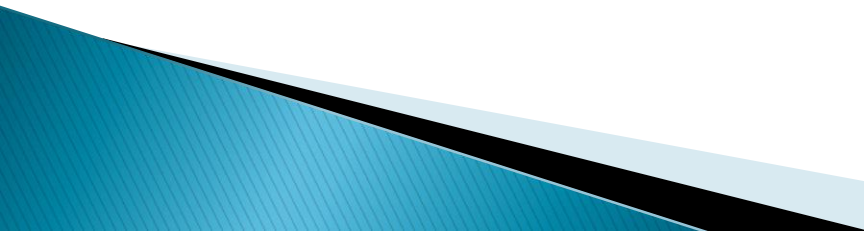
What to do if media arrive at your parish/school:

1. If the reporter enters the building, a designated staff person should greet and introduce her or himself.
2. Ask the reporter his/her name, media outlet and phone number; usually a business card is presented.
3. When the reporter states the reason why he/she is present at the parish/school, the designated person shall inform the media representative that all interviews must be approved by the Archdiocesan Communications director. **Normally such visits by the media mean bad news!**
4. The reporter should be asked to wait outside the property and be instructed to contact the ADOM Communications Director, either by office or cell phone number, for approval. Please feel free to provide these numbers (above) to the media representative.

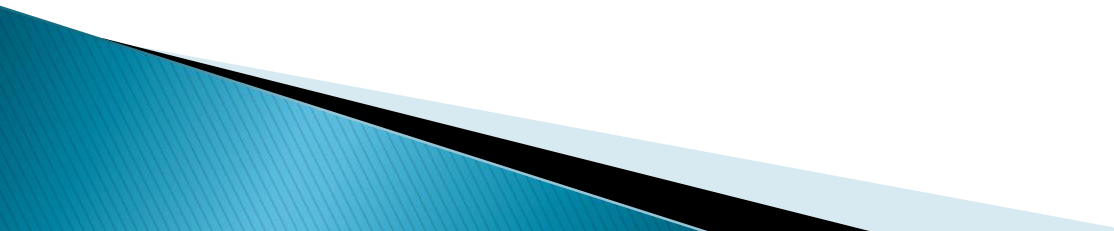
What to do if media arrive at your parish/school (cont.):

5. Once the reporter departs, please contact Mary Ross Agosta to update her on this event.
 6. If the media person has not reached out to Communications, the ADOM director or media coordinator will do so after receiving this information from you or your designated person.
 7. If further information or updates are needed a member of the Communications personnel will be in touch with you.
- 

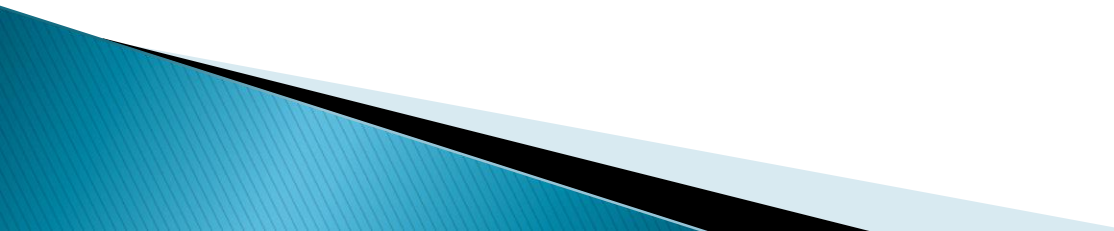
What to do if you call the police/fire departments to your parish/school - and the media show up:

1. If an emergency has occurred at your parish/school and it is necessary to call police and/or fire rescue, please notify the Communications Office as soon as possible. Please do not wait for the media to show up before you call.
 2. Media listen to police dispatches, have contacts within the police and fire departments, and people in general will call the media to report any type of emergency/excitement – and media will respond to leads/phone calls.
 3. If media arrive at your parish/school have a designated person ask them to remain on public property, which includes the sidewalk.
- 

What to do if you call the police/fire departments to your parish/school - and the media show up (cont.):

4. Once notified of the emergency, a determination is made, and very often, the Communications Director will travel to your parish/school to provide support to church personnel and appropriate information to the media, allowing the pastor/church personnel to deal with the emergency.
 5. Often, the ADOM Communications personnel work directly with public information officers of police and fire departments when onsite.
- 

When the good news is about the Good News in your parish/school:

1. If there is something occurring in your parish/school that should receive ADOM or secular media coverage, please contact the Communications Office and/or Ana Rodriguez-Soto, editor of the Florida Catholic, and Juan Di Prado, media coordinator. Information provided in a timely manner will expedite the coverage.
 2. There are many media representatives who are ADOM parishioners; perhaps he/she is a member of your Parish Council.
 3. If this parishioner brings a story idea about the parish/school to you, be affirming and grateful for this opportunity.
 4. Please call the Communications Director about this opportunity and provide the reporter's name and phone number.
- 

Become familiar with the ADOM website, www.miamiarch.org, to see where special events, seminars, and prayer services can be listed as well as Archbishop Wenski's statements, columns, ADOM stories, and weekly blogs. Also provided are the social media addresses for the ADOM's Facebook, Twitter and Instagram accounts.

Our contact information:

Mary Ross Agosta, Director of Communications:

Office: 305-762-1043 / Cell: 305-790-8811

mragosta@theadom.org

Juan Di Prado, Digital Media Specialist / Media Coordinator

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jdiprado@theadom.org

Ana Rodriguez-Soto, Editor, The Florida Catholic / La Voz Católica

Office: 305-762-1131 / Cell: 305-761-8990

arsoto@theadom.org

Rocío Granados, Reporter, La Voz Católica

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Veronica Fernandez, Administrative Assistant

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