

## D9910 CLUB LEADERS' SEMINAR, Sunday 7 May 2017

### Breakout 11 – Telling The Story : Jodi Yeats

Hi I am Jodi Yeats - news director for the North Shore for Fairfax Media NZ - includes the North Shore Times, Upper Harbour News and [Stuff.co.nz](http://Stuff.co.nz), plus Neighbourly - [notices.co.nz](http://notices.co.nz)

Rotary projects and news items are very much the types of stories community news bureaus and papers are interested in.

Don't be shy - pitch ideas to a news director - sell your idea.

**You don't need to write the story**, in fact, newspapers prefer a reporter to write them. Include contact info with any approach to a community newspaper - who is available for interview - ideally mobile phone number. However, provide plenty of information to support your sales pitch, eg, What is newsworthy about it, who is affected?, who is driving it, who benefits - sell your idea and provide enough information for the news director to make a decision.

You need to target the community newspaper in the **same area** as the activity or club.

NB, We may send a reporter to an event, but there's no guarantee it will be published - you will still need to write it up for your Rotary publication

Where to find the contacts - page 2 of the local newspaper or on [Stuff.co.nz](http://Stuff.co.nz) - Contact your local newspaper - stories also go up on Neighbourly.

More than two weeks ahead of time - email with a follow-up phone-call.

A nice photo will help your case - it needs to be at the highest resolution on your camera and the nicer the better. Get someone who takes good photos. Include caption info - the event, when and who is in the photo – it could go in an 'Out & About' or 'Milestones' section.

'Galleries' is another option - about six photos from a Rotary event - get someone who takes nice photos and include who is in the photo. Not just news - other sections of the paper.

Also 'Listings' - events coming up can go in 'What's on'.

Think outside the square – 'Look Who's Talking' - a way to promote a new leader, for example.

Examples of stories that get into the papers and on [Stuff.co.nz](http://Stuff.co.nz), plus social media:

- Rotary group elects transgender woman as local club president - news value as the story contrasts stereotypical Rotary club members with new president
- Profiles of new appointments eg regional leader - would need to be at a high level to be newsworthy
- A few strands make a story stronger - eg a project, a community in need and events planned to celebrate the innovations and donations, eg, North Harbour Rotary members have created almost 100 new replica old-style wooden toys, with many sent to the 21 playcentres across the North Harbour region, including Coatesville, North Shore and Silverdale.
- Rotary awards to encourage youth leadership - and associated activities
- Rotary club donates \$52,000 to Canterbury-West Coast Air Rescue Trust following 'busiest summer on record

So go ahead, and pitch your ideas. Any questions?