



Media Packet

Packet includes:

- Samples of Agency and Program Specific Press Releases
- Checklist for Media Outreach
- Tips for Answering Media Questions
- Newspaper, Television, Radio Station Contact list
- Agency Photo Release Form
- Fax Cover Sheet

For questions please contact Carrie Eurek or Meredith Collins.

Community Action Partnership of Mid-Nebraska

NEWS RELEASE COVER SHEET

For Immediate Release

Agency Overview

How is Community Action Making a Difference?

Community Action Partnership of Mid-Nebraska (Mid) has been providing services to benefit those in need for nearly 40 years. Mid is an important collaborative partner working with community leaders, residents, and other organizations to identify needs, seek resources, and strengthen current programs. Mid serves 27 counties in south central Nebraska and two counties in Kansas.



- In 2007, Mid served **23,568 unduplicated individuals in 7,820 households**.
- Community Action represents every city and county in America.
- There are nine Community Action Agencies (CAA's) in Nebraska and over 1,000 nationwide. All of these agencies are dedicated to fighting poverty.
- CAA's offer many different program services depending on the needs of the communities they serve. CAA's are the nation's premier network in building communities, serving families, and advocating opportunities for low-income people.

Many people often recognize Mid's programs but do not realize that all of these services are under the Community Action umbrella. Mid is funded from a variety of sources including federal, state, and local funds. Ninety-five percent of our total revenues are applied directly to our program services. **Our mission is "Helping people, changing lives, and making communities a better place to live."**

Mid's Core Program Services Include:

- Affordable Housing
- Community Services
- Commodities Supplemental Food Program/Food Bank
- Family Development/Case Management
- Head Start
- Health Services
- Immunization
- RYDE/Transportation
- Volunteer/Senior Services
- WIC (Women, Infants, and Children Program)



Community Action Partnership of Mid-Nebraska

NEWS RELEASE

For immediate release

Contact:
Address
City, State, Zip
Phone, E-mail
Agency website (www.mnca.net)

News Release Info

Press Release Feature of the Month Headline

City, State – The “dateline includes the name of the city followed by the abbreviation of the state. The opening lead should state the basic message of the release and be no longer than a few sentences and answer (who, what, when, and where.)

Try to keep the release to one page. If a second page is needed, add “-MORE-” centered at the bottom of the first page, to let the press know another page follows.

Press releases over two pages are generally overlooked, short and to the point should be your goal. To let the reader know your Press release is complete, use either “-30-“ or ##### a few lines below the body of the release.

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Community Action Partnership of Mid-Nebraska

NEWS RELEASE

For immediate release

Contact: Meredith Collins
Address: 16 West 11th Street
Kearney, Ne 68848-2288
(308) 865-5675 – mcollins@mnca.net
Agency website: www.mnca.net

Mid News Release Example

COMMUNITY ACTION PARTNERSHIP OF MID-NEBRASKA AWARDED \$300,000 FOR HOUSING REHABILITATION

Kearney, Ne – Community Action Partnership of Mid-Nebraska (Mid) was recently awarded \$300,000 in Affordable Housing Trust Funds for Housing Rehabilitation for Frontier, Furnas, and Red Willow Counties

The grant will provide assistance money to renovate and rehabilitate homes for low-to-moderate income families in Frontier, Furnas, and Red Willow counties. The work on individual homes will include repairs needed to bring the house up to electrical, safety, and construction codes within Federal Regulations. Repairs such as roofing, siding, windows, painting, heating, electrical, insulation, and some interior remodeling are all within the guidelines of the program.

No home will receive more than \$15,000 of the grant funding; however, other sources of financial support may be pulled together to help each project. For example, homeowners may qualify for assistance from the Department of Energy's Low Income Weatherization Assistance Program. Homeowners will be allowed to select an approved contractor of their choice and will take part in approving the project work write-ups. The grant is projected to complete 18 homes.

For more information about this program please contact Jackie Harpst or Bev Anderson at (308) 865-5675.

#####

Letter to the Editor

[Date]

Dear Editor:

Letters to the editor are used to respond to a news event, not to create news. In most cases, begin your letter to the editor by referring to a previously published article. Make the opening statement's focus on why you are writing the letter.

Continue the letter by adding additional support and justification for the purpose of the vent or the articles that is being referred. Generally, you should no criticize an elected official, for they will remember who has criticized them, and they most likely will not forget. Also, be careful with what and how you say your opinion, for it may do more harm than good.

In the closing of the letter, remind the public again why you are voicing your opinion. Ask the public for their support if needed, such as calling a Congress member, attending a public meeting, or contacting a local school board member.

Keep in mind the length of the letter. If the letter is too lengthy it may not be published due to printing constraints, and if it is too short, you may not get the full point across to the public.

A signature is also required for many newspapers before they will publish the letter. Contact information is essential because newspapers often check credibility of the author before publication.

Sincerely,

[Name]

[Title]

[Organization]

Checklist for Media Outreach:

Have you include the full name of the agency (Community Action Partnership of Mid-Nebraska and the logo)?

If you do not have the jpeg version of the logo, please contact Meredith Collins at mcollins@mnca.net.



- Are you using the correct acronym for the agency (Mid)?
- Have you included our Mission Statement or Brand Promise?
- Have you include an agency overview and a description of your program?
- Have you include the name of a local contact and phone number, e-mail address, agency website?
- Has the content of the press release been approved by your immediate supervisor?
- Has someone proof read your information to check for mistakes?
- Are you prepared to answer further questions if the media contact you for more information?
- If possible include pictures with your press release. If you include pictures with other people, make sure that they have signed a Photo Release Form.
- Give the media contacts at least one weeks notice.
- If you are e-mailing your information, please use proper grammar and punctuation. Also remember that your e-mail signature must include: Your name, agency name, program name, local address, phone and fax, and agency website.
- Please CC a copy of your News Release to the Administration Office and your Supervisor.
- Letters to the Editor should be 300 words or less.
- Please remember that the news release must encompass information about the agency as well as your specific program. For example: A Press Release about the Child Abuse Resource and Education Program would read
“C.A.R.E. , a program of Community Action Partnership of Mid-Nebraska, sponsors parenting classes, personal safety program for children (Happy Bear), and training for communities interested in preventing abuse and strengthening families.”

Answering Media Questions

- Be Honest
 - If you don't know, say so and offer to find out. Make sure and check the deadline
 - If you need more time, ask for it,
 - Use full sentences and repeat the question in the answer
 - Don't use a reporter's name in comments
 - Don't use jargon
 - Don't use "no comment"
 - Don't use foul language
 - Be conversational
 - No such thing as "off the record" – If you don't want to see it in print, don't say it.
 - If you mess up, start again
 - Don't use words with what you are not thoroughly familiar.
 - Minimize vocalized pause
 - Anticipate questions and plan for the worst one
 - Call back with correction

Radio tips:

- If it's a phone interview, don't use a speakerphone
- If it's a phone interview, pause a second after each question before you begin because radio often uses "push-to-talk" phones
- Limit competing sounds, find a quiet atmosphere to do the interview
- Federal law allows telephone conversations to be taped/recorded when only one side consents so be aware that your conversation might be recorded.
- You can control the interview. Restate questions in your own terms.

TV tips:

- Make sure the lighting is consistent, all indoor or all outdoor
- Check desk clutter
- Talk to the reporter, not the camera
- Stand/sit straight, don't sway or swivel in your chair
- Watch the background
- Wear a jacket for ease in using an attached microphone
- Stay away from small patterns
- Solid colors are best. Best colors for men are tan, blue, peach, rose, and gray. Women are best in rust, rose, pink, and brown, Make your face the brightest spot.
- Long sleeves and dark socks are best
- If you wear glasses, you may need to tip your head down a bit

Newspaper tips:

- Act natural around the camera
- Provide additional details such as statistics, maps, and charts
- Offer to call back comments on out-of-town, out-of-state event
- Utilize letters to the editor
- Provide color head and shoulder shot or have one taken at newspaper studio



Community Action Partnership of Mid-Nebraska
16 West 11th St. - PO Box 2288
Kearney, Ne. 68848
(308) 865-5675

Photo/Likeness Release Form

I, _____ hereby authorize Community Action Partnership of Mid-Nebraska (Mid) to photograph or film me and consent to use my likeness in any and all Mid publications, educational material, brochures, advertising displays, news release, videos, and world wide web materials.

I understand and agree that such materials, including all negatives, positives, and prints shall become and remain the sole property of Mid and I shall have no right to title to any such items. I further understand and agree that these materials may be kept on file and or used for potential further use and agree to release Mid from any and all liability arising from or in connection with the taking, use, publication or dissemination of such materials.

Signature

Date

Print Signature

Date

Witness

Date

Mid Agent

Date



Community Action Partnership of Mid-Nebraska
FAX Cover Sheet
16 W. 11th Street, P.O. Box 2288
Kearney, NE 68848-2288

Date: _____	# of pages (including cover): _____
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To:

From:

***Confidentiality Notice:** The documents accompanying this facsimile transmission contain confidential information belonging to the sender. The information is intended for the use of the individual(s) or entity(ies) named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance upon the content of this information is strictly prohibited. If you have received this facsimile in error, please immediately notify us by telephone to arrange for return of the documents to us
Thank You.*

NEWSPAPERS

	<u>Fax Number</u>	<u>Publishing Days</u>
THE ADVOCATE OF PHILLIPS COUNTY P.O. Box 327 861 3 rd Street Phillipsburg, KS 67661 (785) 543-2349 Deadline: Tuesday afternoon	543-2364	Wednesday
ARAPAHOE PUBLIC MIRROR P.O. Box 660 Arapahoe, NE 68922 (308) 962-7261 (Deadline: Friday) arapmir@atcjet.net Furnas County	962-7865	Wednesday
ARTHUR ENTERPRISE Box 165 ARTHUR, NE 69121-0165 308-764-2402 Deadline: artent@neb-sandhills.net Arthur County		
BEACON OBSERVER P.O. Box 219 Elm Creek, NE 68836 (308) 987-2451 Deadline: Tuesday, noon beacon@atcjet.net Buffalo, Dawson, Phelps Counties	308-987-2452	Thursday
BENKELMAN POST 513 Chief POB 800 Benkelman, NE 69021 (308) 423-2337 Deadline: Monday, 10 am bpost@bwtelcom.net Dundy County	423-5555	Wednesday
BERTRAND HERALD 615 Minor Ave Bertrand, NE	308-472-5165	Thursday

news@lexch.com

Dawson County

MCCOOK GAZETTE

345-7881

Mon. – Sat.

Box 1268

West First and E

McCook, NE 69001-1268

(308) 345-4500

Deadline: Day before, 3:30 pm

regionalnews@mccookgazette.com

Red Willow County

MINDEN COURIER

832-2221

Wednesday

Box 379

429 North Colorado Avenue

Minden, NE 68959-0379

(308) 832-2220

Deadline: Monday by noon

mindencourier@gtmc.net Attn. Mike

Kearney County

NORTH PLATTE TELEGRAPH

532-9268

Tue. – Sun.

Attn. Julie

Box 370

621 No. Chestnut

North Platte, NE 69103-0370

308-532-6000

Deadline: One day before

editor@nptelegraph.com

swalz@nptelegraph.com

Lincoln County

THE NORTH PLATTE BULLETIN

Lincoln County's News Alternative

1300 E 4th St., Suite F

308-696-0053

North Platte, NE 69101

308-696-0052 or 1-866-696-0096

NORTON DAILY TELEGRAM

877-3732

Mon, Tues, Fri.

P.O. Box 320

Norton, KS 67654

(785) 877-3361

SUPERIOR EXPRESS 402-879-3463 Thursday
P.O. Box 408
148 East 3rd Street
Superior, NE 68978
(402) 879-3291
Deadline: Tuesday, 4:00 p.m.
tse@superiorne.com
Nuckolls County

SUTHERLAND COURIER 308-386-2437
308-386-4617
suthcourier@gpcom.net
Lincoln County

TRI-CITY TRIBUNE/ 784-3647 Wednesday
COZAD FREE PRESS 784-3647 Thursday
P.O. Box 6
320 West 8th
Cozad, NE 69130-0006
(308) 784-3644
Deadline: Monday by noon
news@tricitytrib.com
Dawson County
Herb Teter

TRYON GRAPHIC
Box 8
Tryon, NE 69167-0008
308-587-2433

Out of Area

Associated Press – Omaha 402-391-1412
909 N 96th Street 109
Omaha, NE 68114-2508
402-391-0031

Associated Press – Lincoln 402-476-0923
926 P Street
Lincoln, NE 68508-3614
402-476-2525

Omaha World Herald 402-345-0183

TELEVISION AND RADIO STATIONS

Charter Media

Joni Rippen - Advertising

PO Box 1448

308-234-6704

809 Central Ave.

Kearney, NE 68847

308-233-9922 cell

jrippen@chartercom.com

NTV

Lori Schoonhoven - Advertising

PO Box 220

Kearney, NE 68848

308-743-2494

308-743-2644

news@nebraska.tv

mbaumert@nebraska.tv

Anita Wragge, Promotion Manager

awragge@nebraska.tv

308-743-2494 ext. 126

Promotion Fax: 308-743-2644

KHAS – TV

Calendar of Events

402-463-6551

News Director – Dennis Kellogg

Dennis.kellogg@khastv.com

(402) 463-1321 Ext. 42

news@khastv.com

KOLN-KGIN

308-382-3216

Calendar of Events

Grand Island

Kgin1011@hotmail.com

KRVN

Tim Peterson – Advertising

Dave Schroeder – Press Releases

1007 Plum Creek Parkway

308-324-5786

PO Box 880

Lexington, NE 68850

308-324-2371

Waite Radio

KQKY, Y102, KGFW

Alan Brecht – Advertising

308-237-0312

Bill Boyer – Press Releases

308-236-8600

Paul Wice – pwice@nrgmedia.com

(308) 698-2146

KNOP

North Platte

308-532-9579

Hot 97 Oldies

308-532-0458

North Platte

KOGA/KMCX

North Platte, Ogallala, Cozad

308-284-3517

KKPR

Power 99

PO Box 130

308-234-6781

Kearney, NE

308-236-9900

KUVR

PO Box 465

308-995-2202

Holdrege, NE 68949

308-995-4122