








Meet the Media - We've Got You Covered

How do you pitch a story? What's the difference between a news release and a media advisory? Our panel of media experts will provide tips on getting your news covered. Learn best practices of media relations, receive a glossary of terms and a media list to help facilitate your media outreach efforts.

Led by Heather Hoell and LeAnn Gentry, Venture Portland
March 21, 2012

OUR PANEL

	<p>Ken Aaron Co-founder and Photo Editor, Neighborhood Notes</p> <p>Ken Aaron is co-founder of Neighborhood Notes, a collaborative media company powered by neighbors and indie business owners building vibrant, livable neighborhoods in Portland. Ken is responsible for photography, business development, sales, janitorial duties, and anything else that needs to be done. Ken's background is in photography and high tech marketing. In his free time Ken enjoys Portland's amazing food and drink, hiking and biking, and following the Ducks, SF Giants and 49ers. When time allows he makes more photos just for fun. 503.764.4330; ken@neighborhoodnotes.com</p>
	<p>Eve Epstein Managing Editor, OPB News</p> <p>Eve Epstein is Managing Editor for News at OPB. She started her journalism career as a print reporter in West Virginia and Boston, covering religion, education, presidential politics, hurricanes and whatever else blew across her desk. She moved to public radio as news editor for WBUR in Boston, and then became the senior news editor for public radio's Marketplace, supervising domestic coverage. Epstein moved to Oregon in 1998. She helped create OPB's daily call-in program Think Out Loud, before moving to her current position managing and editing the station's local reporters. She was the lead producer for OPB's Peabody award-winning series "Hard Times." Epstein has a master's degree in journalism from Columbia University and a bachelor's degree in comparative literature from Princeton University. 503.293.1996; eepstein@opb.org</p>
	<p>Andy Giegerich Reporter, Portland Business Journal</p> <p>Andy Giegerich has more than 25 years of journalism experience. He spent eight years editing magazines and newsletters in Washington D.C. and has spent the last 14 years as a business journalist in Portland. As a reporter for the Portland Business Journal and the Portland Tribune, he's covered government, banking, technology, economic development and sports business. 503.219.3419; agiegerich@bizjournals.com</p>
	<p>Laura Gunderson Retail and Consumer Issues Reporter, The Oregonian</p> <p>Laura Gunderson covers retail and consumer issues for the Business section, and writes Complaint Desk, a consumer protection column that runs weekly in The Oregonian's Sunday Business section. 503.221.8378; lgunderson@oregonian.com</p>
	<p>Rich Kurz Special Projects Manager, KGW Media Group</p> <p>Rich Kurz is the special projects manager for KGW. In that role, he oversees investigative and special reports, plans and organizes Olympics and political coverage, and helps manage daily news. He has also been the executive producer of Straight Talk, KGW's weekly current affairs show, since the show went on the air in January of 2009. Rich lives in Northeast Portland. 503.226.2799; rkurz@kgw.com</p>

WHEN THE MEDIA CALLS

When the media calls – stay calm, cool and collected. Make sure you ask the following questions while on the phone, think about your answers and call the reporter back in a timely manner.

1. Can I have your name and the outlet you work with?
2. What is your story regarding?
3. When is your deadline?
4. What is the best way to get back to you?

Venture Portland is available to assist with all media relations. Contact us at 503.477.9648.

NEWS RELEASE

For Immediate Release

Contact: LeAnn Gentry, 503.477.9648

leann@ventureportland.org

Portland's Neighborhood Business Districts Localize the Season

Nearly 50 Holiday Events, Local Shopping Deals and Merry Neighborhood Nights Energize the Economy this Holiday Season

PORTLAND, Ore. – November 14, 2011 – Venture Portland is excited to announce approximately 50 holiday events will occur in neighborhood business districts throughout the city between November 17 and February 15. Neighborhood business districts urge Portlanders to enjoy the convenience and merriment that shopping local offers as they *Localize the Season*.

“Neighborhood business district holiday events are part of what makes our city unique,” said Heather Hoell, Executive Director for Venture Portland. “They offer an ideal way for residents to venture out and celebrate the season while retailers stay open late and provide holiday treats and entertainment.”

Although business district events vary throughout the city, decorated windows, twinkling lights and holiday carolers provide the perfect backdrop for many of Portland's best shopping deals including late hours and special events for women, families and even pet owners. Neighborhood business districts encourage Portlanders to eat, shop, and celebrate the holidays as they *Localize the Season*.

For many small businesses, neighborhood business district holiday events provide important incentives encouraging residents to shop local this winter, a critical season for businesses' financial wellbeing throughout the entire year. Success during the

CONTACT: The contact person should be easily accessible and authorized to handle media relations.

HEADLINE: Grab your audience with a catchy and relevant headline.

LEAD PARAGRAPH: Should contain all pertinent details – who, what, when where, why and how.

QUOTES: Give your news release personality with quotes from organizational leaders and community stakeholders. Make sure to have all quote approvals in writing and easily accessible.

-more-

MULTIPLE PAGES: -more- indicates the news release has more than one page.

holiday season will result in increased business confidence and neighborhood job creation.

Many of this year's holiday events were made possible in part by Venture Portland grants. While the organization awarded \$44,000 in grant funds during the fall/winter cycle, it is important to note more than \$115,000 in additional private investment will be raised by neighborhood business districts with a portion dedicated for local charities.

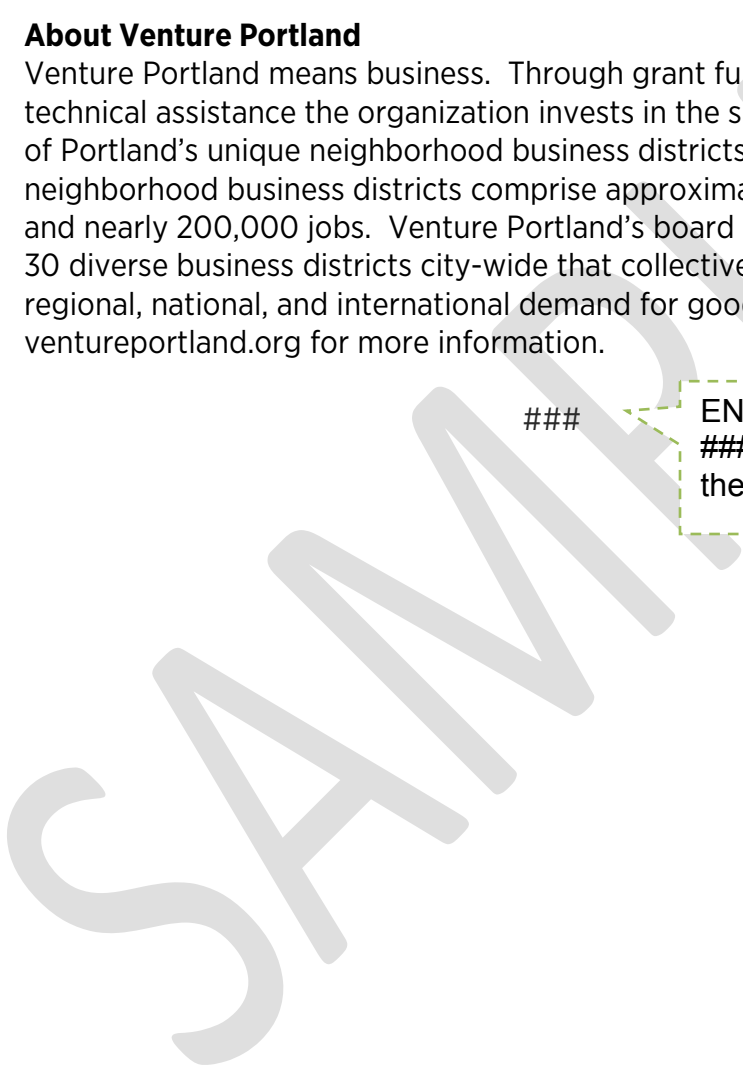
About Venture Portland

Venture Portland means business. Through grant funds, trainings, and technical assistance the organization invests in the smart, strategic growth of Portland's unique neighborhood business districts. Portland's neighborhood business districts comprise approximately 16,000 businesses and nearly 200,000 jobs. Venture Portland's board leadership comes from 30 diverse business districts city-wide that collectively represent local, regional, national, and international demand for goods and services. Visit ventureportland.org for more information.

BOILERPLATE:
This text should provide a snapshot of the organization and stay consistent in all press documents.

###

END OF RELEASE:
indicates the end of the news release.



media alert

HEADLINE: This text should be relevant and to the point.

Venture Portland to Host Meet the Media Training on March 21

Who

Venture Portland, in support of Portland's neighborhood business districts, invites the city's business district leaders and their member businesses to the latest in our robust capacity building training series.

What

Meet the Media – Join Venture Portland as we present a panel of local media representatives who will provide tips on getting your news covered and answer your burning media relations questions.

Why

Learn best practices of media relations and receive a glossary of terms to help facilitate your media outreach efforts. Attendees will also receive a media list.

When

Wednesday, March 21, 2012
noon-1:30pm

WHO, WHAT, WHY, WHEN, WHERE & MORE INFORMATION: This is the meat of the media alert and should provide all the necessary detail for the event at a quick glance.

Where

Portland Development Commission
222 NW Fifth Avenue

More Information & Registration

ventureportland.org

CONTACT: The contact person should be easily accessible and authorized to handle media relations.

Contact

LeAnn Gentry, 503.477.9648
leann@ventureportland.org

BOILERPLATE: This text should provide a snapshot of the organization and stay consistent in all press documents.

About Your Organization/Business

Venture Portland means business. Through grant funds, trainings, and technical assistance the organization invests in the smart, strategic growth of Portland's unique neighborhood business districts. Portland's neighborhood business districts comprise approximately 16,000 businesses and nearly 200,000 jobs. Venture Portland's board leadership comes from 30 diverse business districts city-wide that collectively represent local, regional, national, and international demand for goods and services. Visit ventureportland.org for more information.

FACT SHEET

Venture Portland Means Business

Venture Portland means business. Since 1986 Venture Portland has invested in the smart, strategic growth of Portland's unique neighborhood business districts. These dynamic districts, which together make up a majority of the city's businesses and nearly half of its jobs, play a vital role in Portland's economic prosperity and collectively represent local, regional, national and international demand for goods and services.

The business of Portland is about more than business. It's about people, neighborhoods and culture. It's about a vision for our city that business owners, residents and government officials share. It's about risk and reward. Building capacity to build the city. Growing the economy to grow prosperity. And connecting capital, creativity and community. It's about growing business and connecting neighborhoods.

By the Numbers

Through grants, trainings and technical assistance Venture Portland builds the capacity of and connections between Portland's neighborhood business districts.

- Portland's neighborhood business districts include approximately 16,000 businesses and nearly 200,000 jobs.
- Each year Venture Portland provides more than 1,500 hours of training and technical assistance to business district leaders.
- Since 1995 Venture Portland's grants provided nearly \$1 million to fund more than 300 business district projects that leveraged an additional \$3 million in private business district investment.
- Venture Portland's leadership comes from diverse business districts across Portland.

GLOSSARY OF TERMS

Anchor: The member of a news team who coordinates/delivers the reports.

Assignment Editor: Staff member of a news team responsible for judging appropriateness of story ideas assigned to reporter for coverage.

Audience: The people you want to reach.

Boilerplate: A brief paragraph stating who you are, what you do, and how you do it, usually used as the first paragraph in a biography or last paragraph in a news release.

Booker: The staff person at a TV, radio, or cable station who responds to pitch letters when an appearance needs to be arranged or "booked".

Broadcast: To transmit electronically.

Byline: The name printed below the title of a story, crediting the author.

Circulation: The distribution of newspapers, magazines, and other print publications.

Clip or Clipping: A story cut from a publication or a segment cut from a video or audiotape.

Clipping Service: Software, services and tools to help monitor and identify media hits/clips.

Concept Story: Feature story designed to pique the interest of a certain demographic audience.

Contributing Reporter or Writer: Often used to describe a freelance writer.

Copy Editor: Last professional to see and approve written material before it is delivered to an audience by a media outlet. Responsible for its accuracy, grammar, and length.

Deadline: Specified time when a reporter needs to submit their story.

Editor: The person who edits stories for reporters.

Editorial: A statement of opinion from an editor or publisher.

Editorial Calendar: The listing of specific times a publication will focus on special sections or special news reporting.

Embargo: A request by a source to keep the information or news provided confidential and not report on it until a certain date or certain conditions have been met.

Exclusive: News item that only one outlet has access to.

Fact Sheet: One-page document that describes a company's principles, services, philosophy, fees. Includes address, telephone, fax and e-mail.

Freelancer: Writer who sells writing services and is not under regular contract to any one publication.

Frequency: The number of times a publication comes out in a given period of time, such as daily, weekly, quarterly, etc.

Google Alert: Email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Ghostwriter: Person writing articles or speeches for another person who claims authorship.

Hit: A story cut from a publication, television segment, audiotape or website.

Lead Time: Period of time that reporters and producers need to prepare stories and information.

Letters to the Editor: Your opportunity to congratulate, discuss, or criticize an article you have read.

Masthead: List of editors, publishers, and senior reporters in each publication's issue. It includes an address and telephone number.

Media: Reporters, editors, and producers, or print publications, broadcast programs, and online outlets.

Media List: A comprehensive list of all media contacts pertinent to your organization/business. It is also helpful to indicate when/what news releases the contact has received.

Media Alert/Advisory: A media alert notifies assignment editors of a press conference, or any other event that you believe will generate news for the media to cover. It is always one page, brief but compelling, and sufficiently informative to arouse interest, usually (but not necessarily) without giving away the story. It should make clear that there are visual opportunities for TV cameras and print photographers.

Media Outlet: A publication, broadcast program or website that transmits news and feature stories to the public through any distribution channel.

Network: Chain of media outlets controlled and operated as a unit, often using the same editorial material.

News Feature: Special story or article that goes in detail about concepts and ideas of specific market interest.

News/Press Release: A written or recorded communication directed at members of the news media for the purpose of announcing something newsworthy.

Op-Ed: Article written by an expert that is positioned on the page opposite the editorial page. Not to be confused with Letters to the Editor.

Periodical: Publication circulated at regular intervals, such as a weekly or monthly.

Pitch Letter: Letter written to introduce a source and story idea to a member of the media.

Producer: Person in charge of the coordination of all details pertaining to a television, radio or online program.

Publication: Newspaper, magazine, or newsletter with information, news, and feature stories, usually produced to be sold or as a service to members of associations or organizations.

Reach: Geographic area of the audience and the number of readers, listeners, or viewers who can access the media in any region.

Reporter: Professional who gathers information and writes reports for newspapers, magazines, newsletters, television, radio or online outlets.

Reprint: Copy of an article that mentions you or your company.

Sidebar: Legal term that the media adopted to describe a portion of a story that is relevant but not necessary to the body of the story, such as data, a glossary, or a deeper explanation of a concept mentioned in the story. Usually it is set apart from the body of the article by a box or screen to make it stand out.

Stand-up Shot: The source is filmed standing in front of a wall, while a reporter asks questions. This kind of shot adds an authoritative source to a story.

Specialized Publication: Industry-specific trade or professional publication (manufacturing, insurance, telecommunications, etc.).

Syndicated: Report that appears in more than one media outlet simultaneously.

Syndicated Columnist: Person hired by publications, broadcast organizations or websites to produce written or spoken commentary about specific feature subjects. A syndicated print column is usually published in a wide variety of newspapers, magazines, or on many local networks.

Talking Head: Television shot that shows only the upper shoulders, neck, and face of the person being interviewed. Usually accompanied by a computer-generated sign that appears mid-chest identifying the person and his or her company.

Wire Service: News stories, features, etc., sent by direct line to subscribing or member newspapers, websites, radio and television stations.

Glossary provided in part by inc.com