



what you do is interesting and
people want to know about it



How do you make
sure people
understand that?

1

Make it easy to understand

2

Choose a single focus

3

Find the right person to tell the story

4

Find the right person to receive the story

5

Spoon feed it to them



Why should you believe me?





make it easy to understand

A well-edited story:

~~redundancy~~

Reporters are busy and distracted. Don't waste their time with unnecessary information.

~~jargon~~

Save it for your fellow archivists. Nobody else knows what it means.

In other words:

Be brief.
Be clear.



FOCUS





HEY MOM, guess what?!

The next thing you say is your focus.



What's up?

I'm excited about this project

How come?

We've been working on this for years

What is it?

The Dewey Decimal System is problematic

Wait.
WHAT?

Is there an alternative?

Yeah, we're moving to the Brian Deer system

B.C. First Nations council is moving to Indigenous-developed library system



Dewey decimal classification represents colonial worldview, says Carrier Sekani Tribal Council archivist

[Winston Szeto](#) · CBC News · Posted: Sep 16, 2020 8:03 PM PT | Last Updated: September 16, 2020



Kat Louro, the archivist of the Carrier Sekani Tribal Council, says the Brian Deer classification system has a geographically-based taxonomy that can better represent the First Nations' worldview. (Carrier Sekani Tribal Council)



HEY MOM, guess what?!

CSTC is transitioning to an Indigenous-created classification system because Dewey Decimal is racist.

who is the best person to
tell the story?





Whoever it is...

What's their comfort level with interviews?

Availability?

Is there something that makes them a great presenter?

Do they need help preparing?



CHOOSE YOUR
REPORTERS
CAREFULLY



Passionate about libraries
Tells stories fairly
Kind to guests
Connected to a team



Will be engaged in story
Won't confuse the message
Great for a first interview
Story will be retold on
multiple platforms



Reporters can be your allies

They know how to get a story out and they know how to tell it (if you help them)

Get to know them and build that relationship.

spoon feed it/ serve up your vision

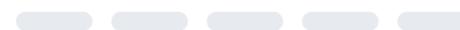
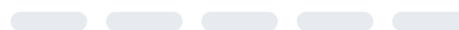
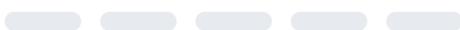




How do you want
this story told?



Hey there, reporter:



This is what the story's about

Your pitch/focus statement. A headline, subtitle, a 300-600 word story with quotes

Here's how it can be told

Think it should be an on-air interview? Say so.
Think it would be great for TV? Say so.
Think it would make a great series? SAY SO!
An article? Give them one!

Here's everything you need to tell it

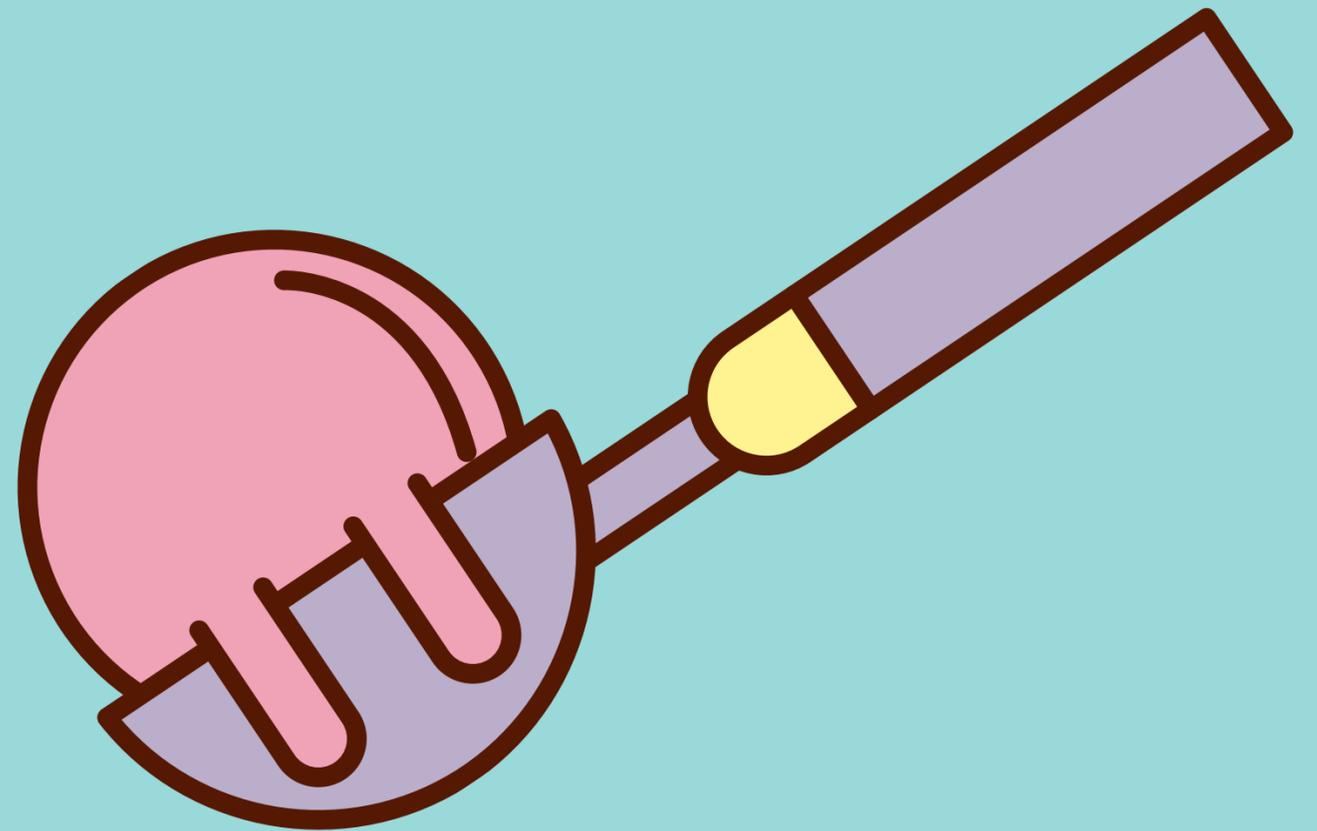
Images to use, name of interviewee, contact info, availability.
Leave no room for guessing or going rogue. Think about the needs of the reporter and meet them.

I am the authority on this story, so call me if you have any questions

Make yourself available and communicate quickly, openly and clearly.

Give them the scoop

- text/message them to give them a heads up
- send it to them a day early and let them know
- personalize your pitch to them and let them know you think they'll be particularly interested in it



THANK YOU!



You are awesome.