



Making Your Newsroom Newsworthy

How to earn credibility
with your audience and
journalists

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News Background

- Jeff Calaway
 - Senior Content Specialist
- Kim Griffith
 - Media Relations Specialist
- 30+ years of news experience on the team
 - Radio, broadcast and print

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Checkupnewsroom.com

checkup daily

A Cook Children's newsroom

News Our People Blogs Mykidminute About Cook Children's @TheDocSmitty Subscribe to our e-newsletter



February 15 2016
Baby bath drownings

February 12 2016
Beyond Band-Aids - The 1 Thing Every School Nurse is Silently Doing

February 11 2016
Want to protect your kids from online predators? Be a snoop.

Baby bath drownings
6 ways to protect your child from drowning in the tub
Don't leave your child alone in the bathtub. ... [Read more](#)

News



February 11, 2016
The 'Pedophile Playbook'
Child abuse pediatrician explains how this could happen to your child
Feb. 9, 2015 – A dance studio owner taken into custody following a standoff with the Dallas SWAT team, charged with two counts of indecency with a child. Police believe the man molested two of ...
[Read more from this release](#)

Social media



Search



Cook Children's
45,394 likes
CookChildren's

Liked Share

You and 1 other friend likes this



Tweets



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@CookChildrens 18m
Since Oct. 2015, 3 out of 5 #drownings seen

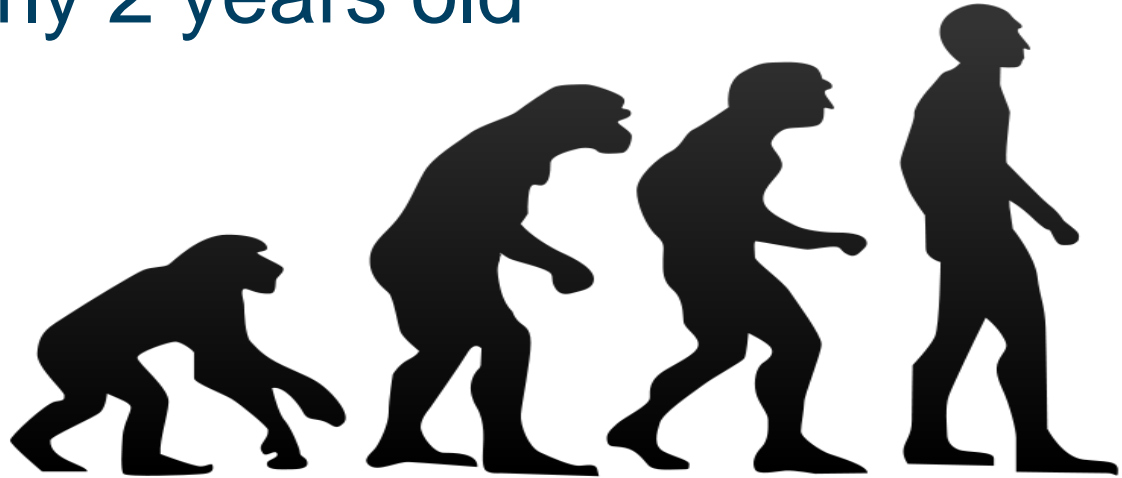
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Newsroom History

- From a Blog to a Newsroom
- Nearly 2 years old



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The new Checkupnewsroom.com

The screenshot displays the new Checkupnewsroom.com website. At the top, a dark green header features the 'checkup newsroom' logo in white, with social media icons for Facebook, Twitter, YouTube, and LinkedIn to its right. Below the header, the 'CookChildren's' logo is on the left, and navigation links for 'NEWS | OUR EXPERTS | MYKIDMINUTE | OUR PEOPLE | PEDIATRIC LEADERSHIP | ABOUT | @THEDOCSMITTY' are on the right. The main content area is a green banner with three featured news items. The first item is a large image of a child with two dogs, with the text 'News: No Modules lorem ipsum dolor sit amet consectetur' and the date 'December 16, 2015'. The second item is a scroll gallery of people, with the text 'News: Image + Scroll Gallery lorem ipsum dolor sit amet, consectetur adipiscing elit' and the date 'Dec 16 2015'. The third item is a video thumbnail of a group of people, with the text 'News: Video Lorem ipsum dolor sit amet consectetur adipiscing elit' and the date 'Dec 16 2015'. Below the banner, there is a section titled 'OUR PEOPLE' with a large image of a child and a woman, and a 'READ MORE >' button. To the right of this section is a search bar, a 'MEDIA LIBRARY' button, a 'NEWSLETTER' section with a 'Subscribe Form Goes Here' field, and a 'GET SOCIAL' section with icons for Facebook, LinkedIn, Twitter, YouTube, Google+, and Pinterest. At the bottom right, there is a small 'Cook Children's' logo and a 'CookChildren's' logo with a child's face.

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Why Start a Newsroom?

- Tell the story YOUR way
- Can use it to pitch media
- Get your experts in front of the public
- Great content for social media posts

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Operate Like a Newsroom



The Newsroom/HBO

- Hold a regular editorial meeting
 - Daily or weekly
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We're Here...Now What?

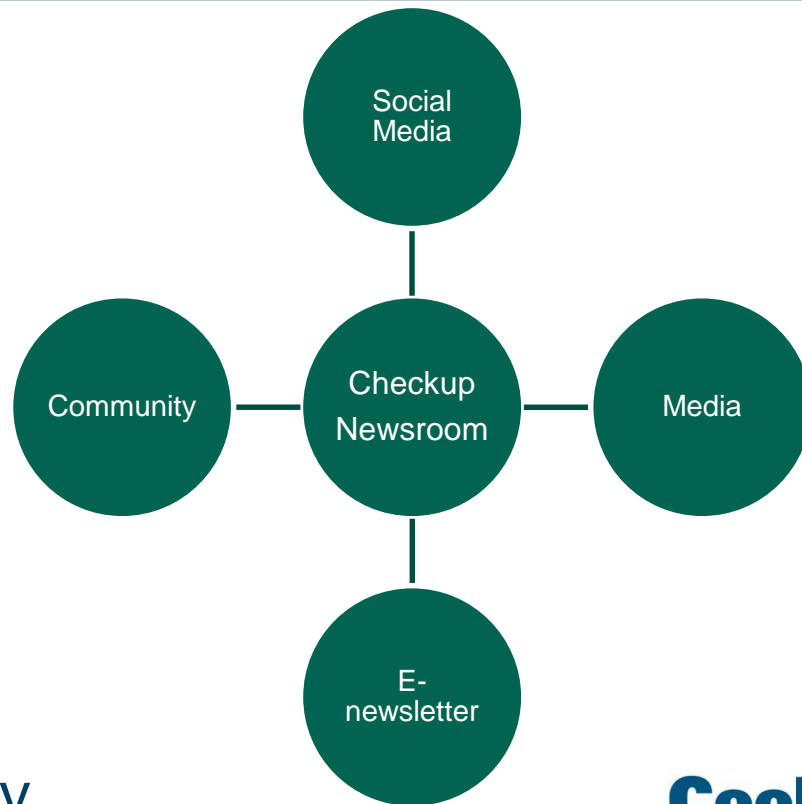
- Start the discussion
 - What's in the news or trending – locally and across the country/world
 - Who will be the source?
 - Deadline
- Other elements to consider
 - Infographics
 - Video
 - Pictures

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How We Use Our Newsroom



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Find Your Voice

- What can your experts contribute to the conversation?
- The key – say what no one else is saying
- The goal: tell a story with a NEW and NEWSWORTHY hook

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Be a Credible Source

- Don't PR yourself to death
 - Leave the 'horn' at home
- Find a champion
- Don't shy away from the controversial

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Use Your Experts

- Experts help get accurate information out while weighing in on the conversation of the day
- How to do it
 - Make connections within your company
 - Be sincere in explaining your mission
 - Work with their schedule

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Speak the Media's Language

- Media relationship
- Insert your company into the story
- Use social media
 - Twitter is king



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Newsroom = our voice

- Gives you an authoritative voice
- You control the message
- Without it, our social media, media appearances and community awareness would not be where they are.

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Questions



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