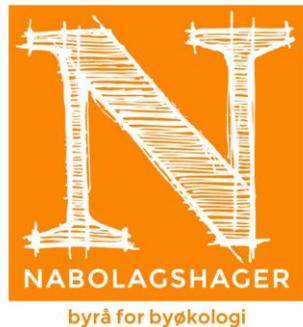


# Intro to journalism for edible city initiatives

Insights for getting news coverage in your local news outlets

Workshop 2 Oslo 21st October 2021  
Finding sustainable Economic Models in Urban Agriculture,

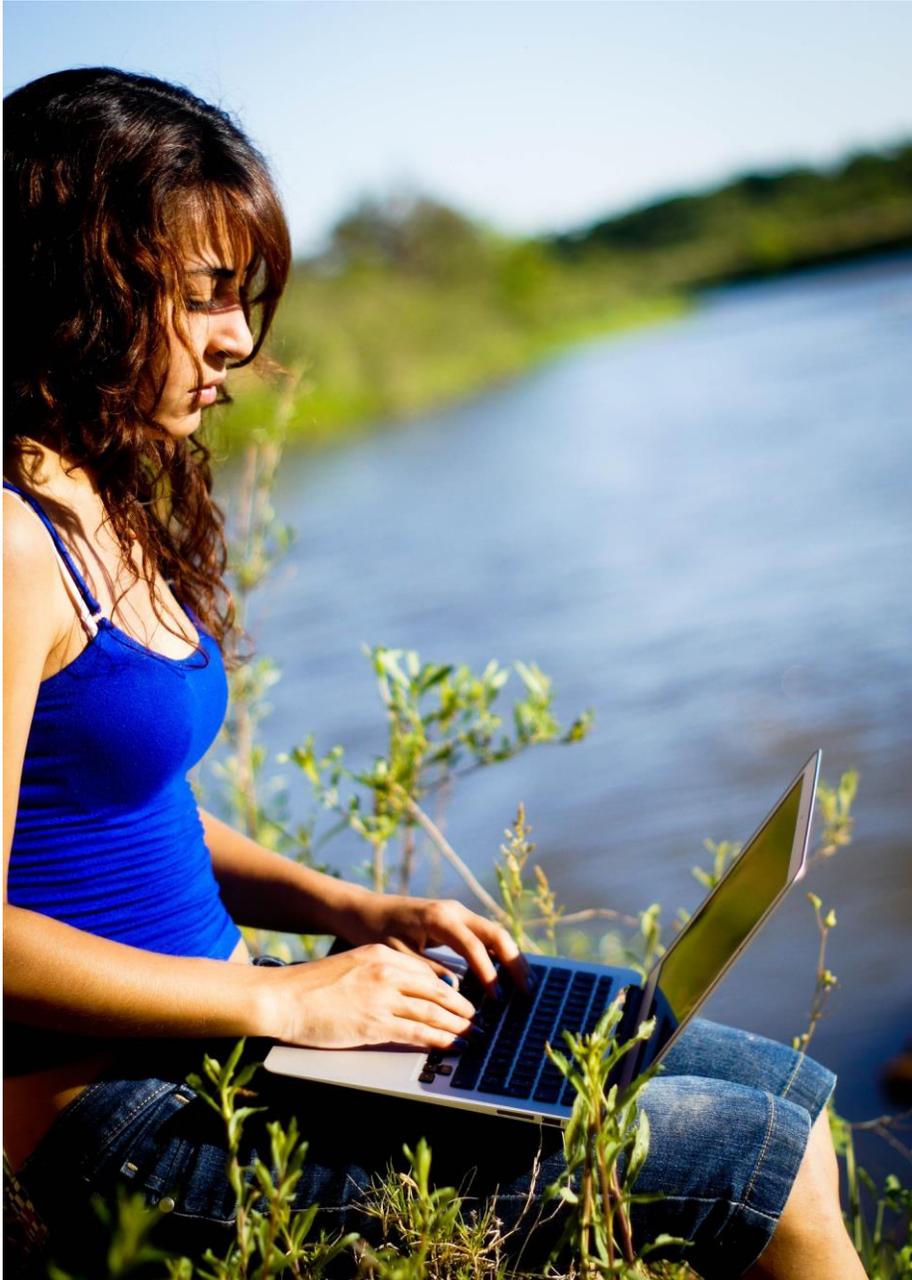


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- 3) *News hooks and newsworthiness* (pg 28)
- 4) *Create a newsworthy event* (pg 38)
- 5) *Structure of a news article – adapting your writing style* (pg 49)
- 6) *Nabolagshager's learning curve of media coverage* (pg 57)
- 7) *Final tips and tricks* (pg 65)

# Getting the word out



*-PR can help project a favorable image to a startup's target audience. Image is everything; it can make or break a company and could even be a deciding factor when it comes to sales. However, you can't achieve the media coverage needed to become a household name overnight. Laying the foundation in the press takes time.*

*Forbes.com*

# Understanding your local media and journalists

- They are constantly looking for locally relevant stories that are timely, will generate clicks (or readers) that in turn generate advertising revenues.



**First we must understand how a **local** journalist thinks and works!**

(watch *After Life* on Netflix for some really dystopian insights!)

# KEY INSIGHTS

- Most news media exist thanks to advertising revenue.
- Clickbait is the name of the game.
- Journalism is not what it used to be!



# PRE-WRITE MATERIAL to make it easy for the journalists...

- We need coverage – and journalists need news stories
- Understaffed newsrooms and time-poor journalists must continuously fill columns, webpages and news shows.
- Journalists do not have time to hunt for every story, they need ready-made stories or stories they can do minimum work with.
- A reporter needs stories with obvious “news hooks” that their readers will click on, read and engage with – we need to make the news hooks obvious to them.
- We build relationships with journalists, to make it easier the next time we have a story.

...because a journalist is under a lot of pressure to generate high quantities of material



# Find **your** journalist

- **Go through recent editions** of your news outlet and find stories that are somewhat similar to the story you want them to publish. Who writes about local, «soft» stories? Who covers stories from your part of town? The journalists that cover foreign news, finance or politics usually don't cover our kind of stories.
- Find the contact information (usually listed on the webpage), and **call**, and ask about the story you are working on. Is this a story that would be relevant for this outlet? What does it need to get 'newsier'? (maybe a visit of a local politician, or someone similar). **Have a draft ready to send them the same day, ideally right after call.**
- If they seem uninterested, ask them who of their colleagues you should approach.

# How do journalists and editors prioritize incoming material?

1. Stories the editor has explicitly told a journalist to cover, for example stories about daily news such as politics or sports events.
2. Stories that the morning editorial meeting has jointly decided to cover and that the journalist has been delegated the responsibility for.
3. A story idea that a journalist has pitched to their colleagues in a morning editorial meeting
  - i. First those story ideas that have been pitched by phone where the journalist feels they can do some actual «journalism» on
  - ii. Secondly those story ideas that they have received by e-mail and that only require minor edits to be published.
4. A story idea that is received by the generic press e-mail «desk@newspaper.com»

# Analyzing some example articles.

- Spotting the articles written by someone other than a journalist



# Case study: Press coverage of voi e-scooters:

- The only articles that are **exclusively positive** about VOI, appear to be copy+paste of VOI-authored press releases.
- Vårt Oslo has published these press releases as articles, because they will generate clicks and advertisement revenues.
- VOI have written the press releases / articles in a form that the newspaper identify as being **«newsworthy»** for their readers.
- With minimum of time invested, Vårt Oslo have several news stories that generate traffic to their site.

The screenshot shows the Vårt Oslo website with several news articles. The top navigation bar includes 'Oslo', 'Ei abonnent', 'Om bydel', 'Debut', 'Foto/ly', 'Om oss', and 'Min side'. The main content area features a grid of articles with images and headlines. The articles include:

- Stor støtte for elsparkesykkel-utleie i Oslo**: Mer de aller fleste mener at tilbudet må reguleres. Sjefen for elsparkesykkel-firmaet Voi, Christina Moe Gjerdet, etterlyser politisk lederskap fra Oslo-byrådet for å unngå kaos.
- Voi elsparkesykler innfører test av brukeren for å hindre fyllekjøring i helgene**: En nøyaktigst litt ubekjent for å få åpne Voi elsparkesykler om natten i helgene. Målet er å redusere fyllekjøring.
- Voi: Vi forsøkte å få i stand en avtale med Oslo kommune**: Elsparkesykkelfirmaene i Oslo forsøkte selv for Oslo kommune å innføre regulerings i april. Avtalen ble ikke signert.
- Her er hvordan elsparkesykkelfirmaene selv foreslår at de kan reguleres**: VårtOslo tok kontakt med de ulike operatørene av elsparkesykler i Oslo og spurte dem om hvordan de selv foreslår at brukeren av elsparkesykler kan reguleres. Her er hva de svarer.
- Elsparkesykkelselskapet "ryddet" sykdene. Blokkerte veien for svaksynte**: Sykkene, som sto på Akers Brygge, var ryddig plassert på leip. Deravetter sto de rett opp i ledningen som hjelper svaksynte å finne veien frem. — Det var et del av et behov for å spre mer kunnskap om universell utforming av byen, sier Eivind Trandahl (MDG).
- Voi-sjef ber andre aktører bli med på å rydde opp i elsparkesykkel-kaoset**: — Vi forsøker at folk i Oslo er frustret, sier Christina Moe Gjerdet i Voi. Nå larmerer Voi-sjefen ryddetaktikken vil ha de andre utleierne av elsparkesykler med på å gjøre utførelse.
- Sabotasjemetode gjør elsparkesykler i Oslo ubrukelige**: Elsparkesykler blir lagget ned, sabotert med strøp på bromsen og kastet i Akerselva. I det siste har mange sykler fått metall over QH-kostene slik at de ikke kan brukes. — Dette vil utvilsomt, sier markedsjef i Voi.
- Legevakta i Oslo ber om stans av bruk av elsparkesykkel på natta**: Skadegogovakta i Oslo er bekymret over en stadig økning i skader etter bruk av elsparkesykler. Legevakta ber aktørene ta ansvar og spørre for bruk på natta.
- Sabotasje mot elsparkesykler ved Akerselva: – Håndbrems stripet fast på titalls sykler**: — Jeg gikk tur med hunden like ved Akerselva sykkelrym på Bjørvik søndag morgen. Da så jeg cirka 10 elsparkesykler som hadde fått stripet fast håndbremsen, forteller Catu Hambrus.
- Elsparkesykkelselskapene skal bli mer miljøvennlige**: Tre leietandere av elsparkesykler lover å bli mer miljøvennlige. Et uavhengig tilsynsgang skal sørge for at de holder seg til forpliktelserne.

# Case study: VOI Press RELEASE PUBLISHED IN «VÅRT OSLO»

- <https://vartoslo.no/christina-moe-gjerde-elsparkesykkel-oslo/stor-stotte-for-elsparkesykkel-utleie-i-oslo/264163>
- The article only highlights data that makes VOI look good. The survey itself was probably commissioned and paid by VOI, and questions were probably designed to get answers that would not be negative toward VOI and e-scooters.
- No other e-scooter companies are mentioned. No critics of e-scooters are balancing the article. It is accompanied by a photo of a goodlooking and conservatively dressed VOI CEO.
- Pretends to be balanced, and improves «newsworthiness» by making reference to the recent ban in Copenhagen and requesting Oslo politicians to team with VOI to create good solutions, because 'e-scooters are so popular'.
- Someone reading an article favourable to e-scooters is also likely to be interested in the ad accompanying the article.



**OSLO** Avis for deg med ♥ for Oslo

Bli abonnent Din bydel ▾ Debatt Foto/tv Om oss ▾ Min side

VOI-sjef Christina Moe Gjerde savner tydeligere føringer fra regjering og kommune. Elsparkesykkel. Foto: Voi

## Stor støtte for elsparkesykkel-utleie i Oslo

Men de aller fleste mener at tilbudet må reguleres. Sjefen for elsparkesykkel-firmaet Voi, Christina Moe Gjerde, etterlyser politisk lederskap fra Oslo-byrådet for å unngå kaos.

Vegard Velle  
VEGARD VELLE

PUBLISERT: Fredag 16. oktober 2020 - 14:53 SIES OPPFYLLT: Fredag 16. oktober 2020 - 14:57

VOI-sjef Christina Moe Gjerde viser til en undersøkelse gjennomført den 14. oktober av analysebyrået Infact, på oppdrag fra utleiekjæperen Voi. I undersøkelsen ble over 1.000 personer i Oslo spurt «Hva er din holdning til utleie av elsparkesykler i Oslo?». Svarene var:

- Bør være tillatt som i dag: 14,9 prosent
- Bør være tillatt, men tilbudet må reguleres: 66,9 prosent
- Bør forbys: 14,2 prosent
- Vet ikke: 4 prosent

– Undersøkelsen viser at elsparkesykkelen er etterspurt og ønsket i hovedstaden, men tilbudet må reguleres og legges til rette for, sier Gjerde i en pressemelding.

### Formel 1

STRØM ALLE LØPENE

### Feilparkerte elsparkesykler

Et annet spørsmål som ble stilt var «Hvem bør bære ansvaret for feilparkerte elsparkesykler?». Her var svarene:

- De som bruker og parkerer elsparkesyklene: 45,1 prosent
- Utleiekjæperne: 39,7 prosent
- Byrådet og administrasjonen i Oslo kommune: 6,8 prosent
- Regjeringen: 1,7 prosent
- Vet ikke: 6,7 prosent

### København forbyr utleie

Nylig ble det klart at København forbyr utleie av elsparkesykler på gaten i store deler av

# Almost identical stories at the same time in different news media = a press release, a curated story

**THE IRISH TIMES** Sun, Oct 18, 2020 Dublin 13°C

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## Trinity College lawns dug up to make room for wild flowers

Re-wilding of lawns at the entrance are an effort to address biodiversity crisis

© Fri, Jul 31, 2020, 13:29

Kevin O'Sullivan Environment & Science Editor



The Lawns being removed from the front entrance at Trinity College. Photograph Nick Bradshaw

The manicured lawns at the front entrance at Trinity College Dublin have been removed and are about to be transformed into a wildflower meadow in response to Ireland's "biodiversity crisis".

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## Trinity plants wildflower meadow on College Green

Updated / Friday, 31 Jul 2020 07:39



FROM LAWN TO MEADOW

By Eleanor Mannion

Trinity College Dublin has begun transforming its manicured front lawns on College Green into bee-friendly wildflower meadows after the public voted in favour of it.

# Analyzing some example articles

- Who actually wrote these texts, and what do they look for in the media coverage?



# Exercise 1:

Who is the author of this article?

- <https://www.irishtimes.com/news/environment/trinity-college-lawns-dug-up-to-make-room-for-wild-flowers-1.4318693>

**THE IRISH TIMES** Sun, Oct 18, 2020 Dublin 13°C

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The Lawns being removed from the front entrance at Trinity College. Photograph Nick Bradshaw

The manicured lawns at the front entrance at Trinity College Dublin have been removed and are about to be transformed into a wildflower meadow in response to Ireland's "biodiversity crisis".

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The manicured lawns at the front entrance at Trinity College Dublin have been removed and are about to be transformed into a wildflower meadow in response to Ireland's "biodiversity crisis".

First announced in February, the move which makes islands of the famous twin statues of Edmund Burke and Oliver Goldsmith, brings to an end to 150 years of grass cutting, which made the lawns at the front of the college as smooth as a cricket pitch.

The conversion into a bee-friendly, wild-flower meadow began in recent days after the public overwhelmingly backed the move in an online poll in April.

Of almost 14,000 votes, 12,500 were in favour of replanting the front of the university which faces onto College Green.



Prof John Parnell, chair of Trinity's grounds and gardens committee, said the results sent a message that "people want to see more biodiversity and in particular want institutions to set an example".

Though the area may end up looking less tidy, supporters of the idea say it will be an important reminder of what wild nature looks like.

Research shows lawn-mowing, ground preparation and pesticide control can disturb important insects that feed and nest in the soil.

Planting wild flowers and minimising interference supports biodiversity, and provide a habitat for native insects and food for pollinators in the city centre.

The plants will be a mix of annuals and perennials, with as many of them being of known Irish origin as possible. The aim was to extend flowering over as long a period as possible.

The area will flower in spring and summer, and be left untouched over the winter months when pollinator insects - such as butterflies, hoverflies and bees - hibernate.

The re-wilding move represents a pioneering attempt in Ireland to place wild-flower spaces in the heart of the city. The area - one of the most prominent areas in the capital - sees thousands of people pass by on a daily basis.



Plants and grasses in other parts of campus are already in the form of mini meadows and cut only a few times a year to encourage wild species and to assist students and academics studying ecology.

# TRINITY COLLEGE is the **author** of the article, because...

- Trinity College is the only stakeholder quoted
- The only prominent person quoted, is a university staff member
- The only stakeholders considered, were university students
- The detailed location of the meadow is described
- Most others could not pull off a press release with only one stakeholder mentioned, but Trinity College holds a very high reputation in the community.



# TRINITY COLLEGE'S **objective** for pitching this story was:

- Look attractive to current and future students
- Show that they are an institution that follow their environmental and biodiversity policies
- Show that they take student's input seriously
- Show the larger community that they take responsibility of national environmental issues



# Exercise 2:

Who is the author of this article?

- <https://www.newschannel5.com/news/volunteers-come-together-to-paint-black-lives-matter-mural-in-east-nashville>

The screenshot shows the NewsChannel 5 Nashville website. At the top, there is a navigation bar with links for Weather (57°), Election 2020, The Rebound, NCS Investigates, Talk of the Town, More Info, and Contests. Below the navigation bar is an advertisement for Lohilo Elderflower Lemon, featuring the text "LOHILO FLAWLESS DESERVES SOME FLAWLESS" and a "BUY NOW" button. The main content area is titled "NEWS" and includes social media icons for Facebook, Twitter, and Email. The article headline is "Volunteers come together to paint 'Black Lives Matter' mural in East Nashville". Below the headline is a photograph of volunteers painting a mural on a street. A caption below the photo reads: "Volunteers show up Saturday afternoon to paint Black Lives Matter mural in East Nashville." The article is by Seena Sleem, posted at 3:18 PM on Oct 17, 2020, and last updated at 12:48 AM on Oct 18, 2020. The first paragraph of the article reads: "EAST NASHVILLE, Tenn. (WTVF) — It's painting with a message! Dozens of volunteers gathered in East Nashville on Saturday afternoon to paint a Black Lives Matter mural on Woodland Street between North 1st Street and Interstate Drive. It's right next to Nissan Stadium." A second paragraph begins with "He kept his neck on George Floyd for almost 9 minutes and Mr. Floyd". To the right of the article is a weather forecast widget for the Storm 5 Weather Team, featuring Lelan Statom and Nikki Dee Ray, with the text "WAKE UP WITH THE TEAM YOU TRUST. Get the latest forecast". Below the weather widget is another advertisement for Le Gruyère, showing a person working with a large wheel of cheese.

**EAST NASHVILLE, Tenn. (WTVF) – It's painting with a message!**

**Dozens of volunteers gathered in East Nashville on Saturday afternoon to paint a Black Lives Matter mural on Woodland Street between North 1st Street and Interstate Drive. It's right next to Nissan Stadium.**

**"He kept his neck on George Floyd for almost 9 minutes and Mr. Floyd said I can't breathe," said Senator Brenda Gilmore, "and it's time for all of us to say we can breathe! We say it with this mural that it's time for healing, let the healing begin for all of us."**

**You may have seen these "Black Lives Matter" in other big cities like D.C, Baltimore and New York City.**

**Organizers say they're setting theirs apart by adding other colors to it instead of only having yellow lettering.**

**The "B" will include red, black and green to represent the African Flag, the "L" will have the colors of the rainbow to represent the LGBTQ community, and the "M" will have music notes symbolizing Music city.**

**It will send a message of solidarity and racial equality.**

**"I was thinking to myself because I'm old enough to experience a lot of injustices when it comes to color of your skin but I decided I would never quit," said former councilman Ludy Wallace, "while we're here today let's make a commitment we will never quit. We can't wait until a brother and sister is shot down and brutalized and then we come back to protest."**

**Along with the message of racial equality, there is another important message today, to get out and vote.**

**Early voting has already started in Tennessee and election day is November 3rd.**

**No tax dollars were used for this mural project. One of the major supporters and sponsors is Pittsburgh Plate Glass (PPG). The Mural project is self-funded from donations from community members, grants project volunteer applied for, and gifts from local vendors, churches, and community groups.**

# PPG Paints is the **author** of the article, because...

- Organizers and volunteer groups are not identified by name
- No current city officials are quoted, so this is not a project paid for or commissioned by the city, although they may have facilitated permits etc.
- It is mentioned that there have been several sponsors, but only one sponsor is mentioned by name.
- Flyers for the event (found online) clearly identify PPG as the official sponsor.
- A BLM activity involving paint and the community, with some press coverage and external/internal attention is a perfect match for PPG to sponsor. The activity is in line with the company's mission («we protect and beautify the world»), and PPG is actively supporting BLM and racial justice through corporate policies, community funding etc.
- The journalist probably edited out more text highlighting PPG's community programs.



## PPG's **objective** for pitching this story was:

- To get positive publicity about their company, and to build brand recognition about their brand and their strategies for community involvement.
- To take advantage of a timely event (BLM) that resonates well with their stakeholders, to promote their company.





## 2019 Sustainability Report

🏠 SUSTAINABILITY @ PPG BUSINESS GOVERNANCE PRODUCTS ENVIRONMENT PEOPLE COMMUNITY

### Community Engagement Framework

**The vision guiding our global community engagement activities is to bring color and brightness to communities around the world.**



At PPG, the vision guiding our global community engagement activities is to bring color and brightness to communities around the world where we have a presence.

To advance that vision, the PPG Community Engagement Framework sets the priority actions for community engagement that our facilities and sites are expected to implement. These actions are designed to develop and maintain relationships with key community constituents, governmental agencies and charitable organizations, as well as encourage employee involvement in our host communities.

PPG is a paint manufacturer with a factory (and many employees) in Nashville, as well as several paint shops.

This project, where the BLM mural is sponsored by them, gives them great publicity and is an example of community-focused «corporate social responsibility».

The BLM mural probably would not have happened without the support/ sponsorship of PPG, and in return they got favourable press coverage.

# Exercise 3:

Who is the author of this article?

- <https://www.belfastlive.co.uk/news/new-parklet-test-expansion-outdoor-19091851>

**BelfastLive** CORONAVIRUS NEWS IN YOUR AREA BE WHAT'S ON SPORT HEALTH

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2 Pensioner arrested following road traffic collision involving cyclists

3 School Around The Corner: Remembering one of NI's best TV shows 15 years on

4 Hundreds of homes approved for Lurgan

5 MEA resident new triple-stage

**B** News South Belfast

## New parklet to test the expansion of outdoor space in South Belfast

The Ormeau Parklet has turned a small number of on-street parking into a new outdoor space

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0 COMMENTS

By **Connor Lynch**  
18:59, 12 OCT 2020



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18/10/2020 15:15



1

24

A number of different organisations have come together to create the parklet project, including Belfast Buildings Trust, [Queen's University Belfast](#), OGU Architects, MMAS Architects, the Department for Infrastructure, [Belfast City Council](#), and four local hospitality businesses.

They hope that it can be used as a model of other parklet projects across Northern Ireland.

Joanne Corr, Chair of Belfast Buildings Trust, said: "We believe that Belfast's people and places deserve quality and we're willing to take risks to achieve that."

"The reaction to the Ormeau Parklet already shows what's possible when civic partnerships are willing to work in new ways that combine civic and community action, creative design practice, and research."

Minister for Infrastructure, Nicola Mallon, praised the project saying that it will help people ensure social distancing, while being able to support local businesses.

He said: "Since becoming Minister I have made clear my desire to change the way we use our roads and streets and make sure they work for the whole community."

"I am delighted that my Department is able to support this initiative and I'd like to commend the Belfast Buildings Trust, my officials and all the partners on the amazing job they have done to develop and deliver this innovative collaborative project."

"Living with the Covid pandemic has meant we need to ensure that people who meet can maintain social distancing while supporting local businesses."

"These parklets not only achieve this but with the inclusion of cycle parking, provide opportunities to come to these areas by active travel. I hope this project will encourage more people to get out and enjoy their local environment, the active travel experience and in doing so support our local traders."

Professor Ian Greer, Vice-Chancellor of Queen's University Belfast, said that he was pleased that the university has been involved in the project saying that students will be compiling data on it to track its success for use in future schemes.

Chair of Belfast City Council's Strategic Policy & Resources Committee, Cllr Christina Black, added: "The Ormeau Parklet initiative is a great example of what can be achieved when statutory and civic partners work together to be innovative and trial new ideas, which is particularly important in light of the ongoing challenges facing businesses as they navigate the ongoing pandemic."

"I'm pleased that Council has been able to support Belfast Buildings Trust to deliver the initiative through our Covid19 Revitalisation funding."

"It demonstrates a local, best practice approach to place-making that not only creates more space for people but also shows how businesses are diversifying and adapting their premises to help adhere to the current regulations."

A Belfast City Council spokesperson said: "Belfast City Council is pleased to support Belfast Buildings Trust to deliver the Ormeau Parklet initiative."

# Belfast Building Trust is the **author** of the article, because...

- Belfast Building Trust is showcased as a key partner to the city of Belfast in executing innovative projects. Restaurants receiving the parklets aren't even mentioned by name!
- The first/ main quote is by the Chair of the Belfast Building Trust
- The Chair of the Belfast Building Trust is quoted speaking on behalf of 'people and places' in Belfast
- Belfast Building Trust is commended repeatedly by the minister for Infrastructure for their 'amazing job'
- The parklet is located on the same street as the Belfast Building Trust



Photo: Queens University / Brendan Gallagher

# BELFAST BUILDING TRUST's **objective** for pitching this story was:

- To position themselves as a key knowledge and innovation partner for the City of Belfast
- To increase their trust's recognition in the community
- The article demonstrates through innovative action the vision of Belfast Buildings Preservation Trust: "a cross-community Building Preservation Trust with charitable status that delivers physical, social, and economic regeneration through the reuse of landmark buildings in Belfast, Northern Ireland."



Photo: Queens University / Brendan Gallagher

# News hooks and newsworthiness



# You need a **news hook!**

From «after life» on netflix



# What is a «news hook»?

A hook is a way of presenting your news or story that will stimulate interest from your chosen media audience.

- If it doesn't 'feel' like a news story, a news outlet will not publish it.
- To find an effective hook, we have to **get into the mind of the audience**. Not just any audience. Your audience. That's the first step in determining your hook: **figuring out whom you want to attract** to your news.
- It must be **super-easy for the journalist to see** that this news hook is of interest to his/her readers.



# What makes a story newsworthy?

1. **PROXIMITY:** Location, location, location: If an event is happening nearby, it will impact the audience more than if it were happening somewhere else that doesn't affect them as much – say, in another state or another country.
2. **PROMINENCE:** A well-known person, place, or event has a stronger news angle than something that the audience isn't familiar with. A guest speaker visiting your local elementary school to take over story time doesn't resonate with many people ... unless that speaker is Oprah.
3. **TIMELINESS:** Current news has more impact than something that happened yesterday or last week. The news media loses interest quickly and past events become stale when there's always fresh news somewhere.
4. **ODDITY:** If something is unusual, shocking, or bizarre, the strangeness alone could make it newsworthy.
5. **CONSEQUENCE:** If the impact of an event may directly affect readers, they'll want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation.
6. **CONFLICT:** Audiences are always interested in disagreements, arguments, and rivalries. If an event has a conflict attached to it, many consumers will be interested on that basis alone. Let's not forget that it's human nature to choose sides and stand up for that choice. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics, and even struggles against nature, animals, or outer space.
7. **HUMAN INTEREST:** If a situation draws any sort of emotional reaction, it might contain the news element of a human-interest story. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring comeback accounts, or infuriating reports of incompetence on the part of a public figure.
8. **EXTREMES/SUPERLATIVES:** Reporters and audiences might be interested in the first, the best, the longest, the smallest, the highest – if you can legitimately claim one. Be careful. Do not overly focus on this, create hyperbole, or exaggerate claims. Dishonesty here will come back to bite you.
9. **SCANDAL:** Everyone loves to hate on the philandering congressman who sends inappropriate pictures under an absurd virtual handle. Reporters want a scoop on scandal.
10. **IMPACT:** Whether it's a peaceful protest that encompasses five city blocks or a 52-car pileup on the pike, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by the event will affect its newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of Ebola.

# What makes a story newsworthy

1. **PROXIMITY:** Location, location, location: If an event is happening nearby, it will interest people more than an event happening somewhere else that doesn't affect them as much - say, in another state.
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3. **TIMELINESS:** Current news has more impact than something that happened yesterday. News of interest quickly and past events become stale when there's always fresh news so close to hand.
4. **ODDITY:** If something is unusual, shocking, or bizarre, the strangeness alone could make it newsworthy.
5. **CONSEQUENCE:** If the impact of an event may directly affect readers, they'll want to know about it. The Watergate Hotel was white noise on the airwaves until it became clear what it was.
6. **CONFLICT:** Audiences are always interested in disagreements, arguments, and rivalries. Many consumers will be interested on that basis alone. Let's not forget that it's hard to ignore that choice. Stories that involve conflict include those about religion, sports, business, politics, and even struggles against nature, animals, or outer space.
7. **HUMAN INTEREST:** If a situation draws any sort of emotional reaction, it might make a good story. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring comebacks, or tales of incompetence on the part of a public figure.
8. **EXTREMES/SUPERLATIVES:** Reporters and audiences might be interested in the highest - if you can legitimately claim one. Be careful. Do not overly focus on this. Dishonesty here will come back to bite you.
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10. **IMPACT:** Whether it's a peaceful protest that encompasses five city blocks or a 500-person riot, the more involved in the event, the more newsworthy it is. Similarly, the number of people affected by a law, newsworthiness, whether it's an adjustment of minimum wage or an alleged out-

Toronto

## Volunteer gardeners walk away from Roncesvalles street gardens after conflict with local BIA



Some Roncy business owners had 'aesthetic concerns' about current gardens

Kate McGillivray · CBC News · Posted: Jun 09, 2021 5:00 AM ET | Last Updated: June 9, 2021



A few bald spots in a Roncesvalles Avenue garden bed indicate places where plants have been removed, as a new company prepares to take over from a long-running group of volunteer gardeners. (Kate McGillivray/CBC)

62 comments

One by one, plants are beginning to disappear from the garden beds that line Roncesvalles Avenue — pulled out by the volunteer gardeners who have tended them for years.

The Roncyworks Green Team, a shifting group of gardeners in the neighbourhood, have been designing and tending 21 beds that have lined the busy commercial street for the last decade.

This week, they quit en masse following months of back and forth with the local Roncesvalles Village Business Improvement Area (BIA) over the look and direction of the gardens.

In an open letter published on Sunday, the group wrote that a "small outspoken group" of the BIA had been pressing for the garden beds to have a "commercial style" and uniform

"I think the people who instigated this idea have just totally misjudged the nature of the community," said Jackie Tarcher, a gardener who has worked on two of the beds for 10 years

# What makes a story newsworthy

1. **PROXIMITY:** Location, location, location: If an event is happening nearby, it will be more newsworthy than something happening somewhere else that doesn't affect them as much - say, in another state.
2. **PROMINENCE:** A well-known person, place, or event has a stronger news angle than a lesser-known one. A guest speaker visiting your local elementary school to take over story time is more newsworthy than a speaker who is Oprah.
3. **TIMELINESS:** Current news has more impact than something that happened years ago. News about an event that happened recently is more newsworthy than past events become stale when there's always fresh news.
4. **ODDITY:** If something is unusual, shocking, or bizarre, the strangeness alone can make it newsworthy.
5. **CONSEQUENCE:** If the impact of an event may directly affect readers, they'll be more interested. The Watergate Hotel was white noise on the airwaves until it became clear what the scandal meant for the nation.
6. **CONFLICT:** Audiences are always interested in disagreements, arguments, and many consumers will be interested on that basis alone. Let's not forget that it's not always about money. Stories that involve conflict include those about religion, sports, business, politics, and even struggles against nature, animals, or outer space.
7. **HUMAN INTEREST:** If a situation draws any sort of emotional reaction, it might be newsworthy. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring confessions of incompetence on the part of a public figure.
8. **EXTREMES/SUPERLATIVES:** Reporters and audiences might be interested in the highest - if you can legitimately claim one. Be careful. Do not overly focus on the highest. Dishonesty here will come back to bite you.
9. **SCANDAL:** Everyone loves to hate on the philandering congressman who sends his wife to jail. Reporters want a scoop on scandal.
10. **IMPACT:** Whether it's a peaceful protest that encompasses five city blocks or a riot, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by a new law, newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of a disease.

## Greener play areas boost children's immune systems, research finds

Autoimmune diseases are rising fast but first experimental study shows nature could help



▲ Children play in a forest school garden in Cambridge. Photograph: Sonja Horsman

Children whose outdoor play areas were transformed from gravel yards to mini-forests showed improved immune systems within a month, research has shown.

The scientists believe this is because the children had developed significantly more diverse microbes on their skin and in their guts than the children whose playgrounds were not upgraded.

Across the western world, rates of autoimmune diseases, where the body mistakenly attacks itself, are rising. The diseases include asthma, eczema, type 1 diabetes, inflammatory bowel disease and multiple sclerosis. A leading possible explanation for this trend, called the hygiene hypothesis, is that children are being exposed to far fewer microbes than in the past. This means their immune systems are less challenged and more prone to making mistakes.

Previous studies have shown statistical associations between exposure to microbial diversity and the development of a well-functioning immune system. But this

Advertisement

# What makes a story newsworthy

- 1. PROXIMITY:** Location, location, location: If an event is happening nearby, it will impact the audience more than an event happening somewhere else that doesn't affect them as much - say, in another state or another country.
- 2. PROMINENCE:** A well-known person, place, or event has a stronger news angle than something less well-known. A guest speaker visiting your local elementary school to take over story time doesn't have as much news value if that speaker is Oprah.
- 3. TIMELINESS:** Current news has more impact than something that happened yesterday or last week. News of interest quickly and past events become stale when there's always fresh news somewhere else.
- 4. ODDITY:** If something is unusual, shocking, or bizarre, the strangeness alone could make it newsworthy.
- 5. CONSEQUENCE:** If the impact of an event may directly affect readers, they'll want to know about it. The Watergate Hotel was white noise on the airwaves until it became clear what the identity of the person was.
- 6. CONFLICT:** Audiences are always interested in disagreements, arguments, and rivalries. Many consumers will be interested on that basis alone. Let's not forget that it's human nature to be interested in that choice. Stories that involve conflict include those about religion, sports, business, politics, and even struggles against nature, animals, or outer space.
- 7. HUMAN INTEREST:** If a situation draws any sort of emotional reaction, it might contain the elements of a story. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring comeback stories, or stories of incompetence on the part of a public figure.
- 8. EXTREMES/SUPERLATIVES:** Reporters and audiences might be interested in the first, the highest - if you can legitimately claim one. Be careful. Do not overly focus on this, create a false sense of urgency. Dishonesty here will come back to bite you.
- 9. SCANDAL:** Everyone loves to hate on the philandering congressman who sends inappropriate texts to a young girl. Reporters want a scoop on scandal.
- 10. IMPACT:** Whether it's a peaceful protest that encompasses five city blocks or a 52-car pile-up on a highway, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by a policy change, news of newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of a disease.

## Stormi Webster has a sweet outing with her dad Travis Scott and his grandmother at his charity foundation's garden opening in Houston

By BRIAN MARKS FOR DAILYMAIL.COM  
PUBLISHED: 02:57 GMT, 4 November 2021 | UPDATED: 17:02 GMT, 4 November 2021



They had on their best costumes for trick-or-treating on Halloween with Kylie Jenner.

And Stormi Webster was back to spending time with her dad Travis Scott on Wednesday when she accompanied him to the dedication of a new garden for students at Young Elementary School in Houston on Wednesday.

The three-year-old and the 29-year-old rapper were joined by his grandmother, 'Miss' Seale Webster, for the dedication of the Cactus Jack Gardens according to Houston's local paper Preview.



# What makes a story newsworthy

- 1. PROXIMITY:** Location, location, location: If an event is happening nearby, it will impact them more than something happening somewhere else that doesn't affect them as much - say, in another state or another country.
- 2. PROMINENCE:** A well-known person, place, or event has a stronger news appeal than something less well-known. A guest speaker visiting your local elementary school to take over stories that that speaker is Oprah.
- 3. TIMELINESS:** Current news is more interesting than past events. News that is current and timely will interest quickly and past events are less interesting.
- 4. ODDITY:** If something is unusual or unexpected, it is more newsworthy. A photo from this one-off happening documents the timeliness.
- 5. CONSEQUENCE:** If the impact of an event is significant, it is more newsworthy. The Watergate Hotel was what led to the fall of a nation.
- 6. CONFLICT:** Audiences are always interested in conflict. Many consumers will be interested in a story that involves conflict. Stories that involve conflict, politics, and even struggles are more newsworthy.
- 7. HUMAN INTEREST:** If a situation is relatable, it is more newsworthy. These stories can be "human interest" stories. Stories about human interest, such as incompetence on the part of a politician, are more newsworthy.
- 8. EXTREMES/SUPERLATIVES:** The highest - if you can legitimize it. The lowest - if you can legitimize it. Dishonesty here will come back to bite you.
- 9. SCANDAL:** Everyone loves to read about scandal. Reporters want a scoop on scandal. Scandal is more newsworthy.
- 10. IMPACT:** Whether it's a peaceful protest that encompasses five city blocks or a 2-car pile-up involving a school bus, the more newsworthy it is. Similarly, the number of people affected by an event is more newsworthy. News about newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of a disease, is more newsworthy.

Is your story really only relevant to a handful of local people? Invite a celebrity or local politician, and it can become an interesting story to many more! It also will make the event more exclusive, unique, and a photo from this one-off happening documents the timeliness.

*(If you can involve a Kardashian, always involve a Kardashian)*

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9. **SCANDAL:** Everyone loves to hate on the philandering congressman who sends his mistress to jail. Handle. Reporters want a scoop on scandal.
10. **IMPACT:** Whether it's a peaceful protest that encompasses five city blocks or a riot involving thousands, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by a policy change, newsworthiness, whether it's an adjustment of minimum wage or an alleged ouster of a mayor.

## City kids: Urban goat farming in Bristol

Grazing wasteland in the heart of Bristol, Street Goat is bringing community together around sustainable milk and meat, and conserving local biodiversity.



Street kid: A goat takes in the view on Bristol's Purdown Hill

The BT Tower, one of Bristol's iconic landmarks, rises up from Purdown Hill in an area of inner-city parkland, where twin goats lounge in the sun against the remains of World War II gun batteries. These dystopian concrete relics — now covered in the city's faded graffiti — have played host to a lot of "anti-social" activity over the years.

But since the goats moved in, Purdown Hill has transformed, says [urban farmer](#) Mary Dobbing. "People living alone come for a reason to get out and families bring their children every day to look at the animals," Dobbing says. She's keen to stress, though, that this isn't a petting zoo. "People can be shocked that the goats are not pets and will be eaten one day, but we have to maintain that this is a working farm."

Street Goat isn't your average farm. It operates over two grazing sites — five in winter — and three micro-dairies in and around Bristol. Members like Dobbing pay an annual contribution of £70 (€81, \$97) and work a minimum of one milking shift a week.



# 2

is the magic  
number!

you need at least  
two news hooks!

(the more news hooks the better,  
so invite that local politician or  
B-celebrity – it will help you get  
noticed)

Proximity, the nearer the better

Prominence, celebrity

Timeliness (hot today, gone  
tomorrow)

Oddity, unexpected, bizarre

Consequence, direct impact on  
reader's life

Human interest/ heartwarming

Superlatives, records

Scandal

Huge impact to a surprising amount  
of people

# Create a newsworthy event

- Develop a unique and appealing story that the media will love!



# Case study:

## learning from microhabitat rooftop gardens



To get press coverage for a business **you must do something newsworthy, out of the ordinary.**

- About Microhabitat ([www.microhabitat.ca](http://www.microhabitat.ca))
  - “Our mission is to implement urban agriculture to improve the urban environment, the lifestyle of city dwellers and encourage a better understanding of environmental issues.”
- Business model:
  - Installing, maintaining and harvesting rooftop gardens for corporate clients.
  - Crops are donated to food banks.

**Turnkey service**

**1 Installation**  
After evaluating the production space, our team install a MicroHabitat garden that will produce vegetables and herbs throughout the summer season.

**2 Maintenance**  
We maintain the edible garden all season. During our visits, you can learn more about urban agriculture and more broadly about sustainable development.

**3 Harvest**  
We take care of harvesting and delivering the fresh products every week, so that you can enjoy the fruits of your garden without having to worry about a thing.

## BACKDROP:

During Covid, home office mandates lead to many of Microhabitat's corporate rooftop gardens becoming unused and few new customers would sign on. It was notoriously difficult to get news coverage for non-covid related stories.

## THE CHALLENGE:

Come up with an idea for an attractive happening that would make the company Microhabitat, and their services, newsworthy, so much that several news outlets would cover it, and new customers would flock to them!

## THE SOLUTION:

Announcing that all the crops from all the rooftop gardens they manage across the city, would be donated to local food banks.



# One press release, many stories..!

**CityNews**



**Companies use rooftops to grow produce for food banks**

Montreal companies are finding tasty uses for their rooftops – and are donating the results to food banks and other community organizations in need amid the pandemic. Sharon Yonan-Renold has more on how urban agriculture company MicroHabitat are filling corporate rooftops with carrots, beans and kale.

Sep 14, 2020, 11:16 PM

**COVID-19 PANDEMIC** **ALEXANDRE FERRARI-ROY** CO-FOUNDER, MICROHABITAT **MON 10°** 11:08 pm

**BT BREAKFAST TELEVISION**

Result: Solid press coverage, lots of publicity, hopefully many new clients!

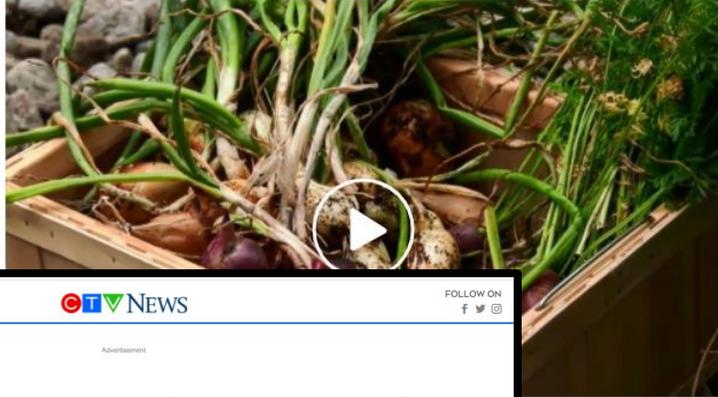
<https://www.facebook.com/CityNewsMTL/videos/2260916507375950>

**CJAD 800 AM** News-Talk-Radio

**NEWS** BUY LOCAL COVID-19 UPDATES SHOWS AUDIO CONTESTS FEAT

## ROOFTOP GARDENS DELIVER HARVEST BOUNTY TO MONTREAL'S FOOD BANKS

CTV NEWS MONTREAL ENTERTAINMENT REPORTER  
Christine Long  
Tuesday, September 29th 2020 - 10:51 am



the bounty of its harvest.  
season, staggering its

**CTV NEWS**

MONTREAL | News

### Rooftop gardens deliver harvest bounty to Montreal's food banks

Christine Long CTV News Montreal Entertainment Reporter  
@CTVChristine | Contact

Amy Luft Supervising Producer, Digital Content, CTV News Montreal  
@amyluft | Contact

Published Tuesday, September 29, 2020 4:50AM EDT



**ALEXANDRE FERRARI-ROY**  
MICROHABITAT CO-FOUNDER

SHARE **f** **t** **+**

MONTREAL -- With 30 urban gardens planted on Montreal rooftops, MicroHabitat is sharing the bounty of its harvest.

The company produces approximately 350 lbs. of vegetables per garden, per season, staggering its harvest from mid-July to October.

**MOST-WATCHED**

# How/why was the story **newsworthy**?

- Proximity, the nearer the better
- Prominence, celebrity
- Timeliness (hot today, gone tomorrow)
- Oddity, unexpected, bizarre
- Consequence, direct impact on reader's life
- Human interest/heartwarming
- Superlatives, records
- Scandal
- Huge impact to a surprising amount of people



Elements of news-worthiness translated into content:

- Local story, shot on location downtown Montreal
- No use of celebrities, but some politicians involved
- Attach it to covid-news to make it timely. Innovative partnership is news.
- It's still a bit unusual to garden on rooftops
- Consequence: any office worker can identify with this, and take action, suggesting that their workplace join the program
- Human interest: great angle with feeding homeless through food banks, especially since it would be quite expected that customers don't actually eat what's being produced on their rooftop
- No superlatives or records, but using «thousands of pounds of produce», probably is a wild guess
- No scandal, a feel-good news story
- Anyone who is concerned about social impacts of covid-19 will see this as meaningful.

# The news story seen from 3 different angles:

## MICROHABITAT

- Showcase their services (and value proposition) to potential clients
- Build brand recognition
- Get new clients

## VIEWER/ READER

- Something that feels relevant to their lives (newsworthy)
- Want to get a rooftop garden and also support food banks

## MEDIA

- A visually appealing story
- A «feelgood angle» that their viewers will react positively to.
- Easy to share on social media platforms

WIN-WIN-WIN!



**Come up with a story that the newspaper will be delighted to share!**

# Some ideas for local news stories:



Plan ahead and think of ways a story can become unique and interesting for a local reader. How can we ensure this event, this week, this place, these people, are more special than what happens on a regular day?



**Reharvest Memphis: Project Green Fork hosts a culinary experience to rethink food waste**

**JENNIFER CHANDLER** | Memphis Commercial Appeal

Cocktails and dishes with a twist. [Project Green Fork](#) wants you, and chefs, to rethink how you cook.

Reharvest Memphis: A Culinary Experience to Rethink Food Waste is an interactive cocktail party fundraiser with the purpose of highlighting sustainability efforts in the restaurant industry.

The event is 5:30-8:30 p.m. Nov. 16 at [Comeback Coffee](#).

Chefs from four Project Green Fork restaurants will show how you can transform ingredients many might consider scraps into delicious dishes.

Head Chef Brad McCarley, from left, Bar Manager Alex Moseley and Owner Nick Scott at Salt | Soy on Broad Avenue.

JOE RONDONE/THE COMMERCIAL APPEAL

# Some ideas for local news stories:



- Can we connect it to other current events, for example local festivals, the Olympics or annual events like World environment day? If not – can you create a unique event?
- Can we flip around some roles to generate a surprising setting, for example youth teaching adults or a community initiative helping the municipality?
- Are there businesses, products or services that are brand new to your community, for example rental of chicken coops or delivery of city-grown flowers? Let the entrepreneurs shine.
- What are some unique personal stories in your project? Maybe the main character is an entrepreneur, a refugee, a senior citizen or someone else who have experienced a transformation in their lives thanks to this project, and this can be the focus of the story.
- Are there good photo opportunities? Is there a unique event or something very unusual and unexpected about the organizers or the venue?
- Can a celebrity or politician be involved in a meaningful way? Maybe a local celebrity chef is interested in coming? Is there a grand opening or a ribbon to cut?
- Can we add up some remarkable numbers or break some records? Maybe teaming up with other gardens, farms or community organizations can make the event more noticeable?
- Can we trigger strong feelings of love, ownership, hope or anger?

# *Some examples of non-newsworthy events*

*If you want media coverage for this kind of happening, you need to dig deeper to find (or create) some additional aspects of newsworthiness to make the media interested.*

- *Projects doing more or less the same they did last year, last month or yesterday.*
- *Activities involving more or less the same people as before, “the usual suspects”; whoever they may be.*
- *Activities happening at a time when the general public is not so interested. Garden stories have their main appeal in spring and summer, - not so much in winter.*
- *Activities that don’t have unique and “catchy” photo opportunities that are closely connected to the story, such as indoor workshops in a classroom setting,*
- *Activities that are happening too far away to be relevant to a local newspaper.*
- *Research reports or academic findings that are not presented in a way that makes the content highly accessible and relevant to regular readers’ everyday lives.*
- *Stories that have already been covered by another news outlet, or that are too similar to something that has already been published, even if it was a long time ago.*
- *NB! Urban agriculture is “fresh news” some places, but “old news” elsewhere!*



## Would our event be more newsworthy if we involved a local celebrity?

- What celebrity is relevant to us, and what is it about our news story that is relevant to the celebrity? Do they live in the neighborhood? Have they shown an interest in the topic? Do they work with something related?
- Possible celebrities include athletes, bloggers, actors, royalties, chefs, local politicians, national politicians, TV-hosts, etc.
- Who will come for free and who charges a fee?
- A local person will probably have an equally good result as a international celebrity and will be much easier to contact and get on board.



# Structure of a news article, -adapting your writing style

It's not linear, like the texts we  
usually write!

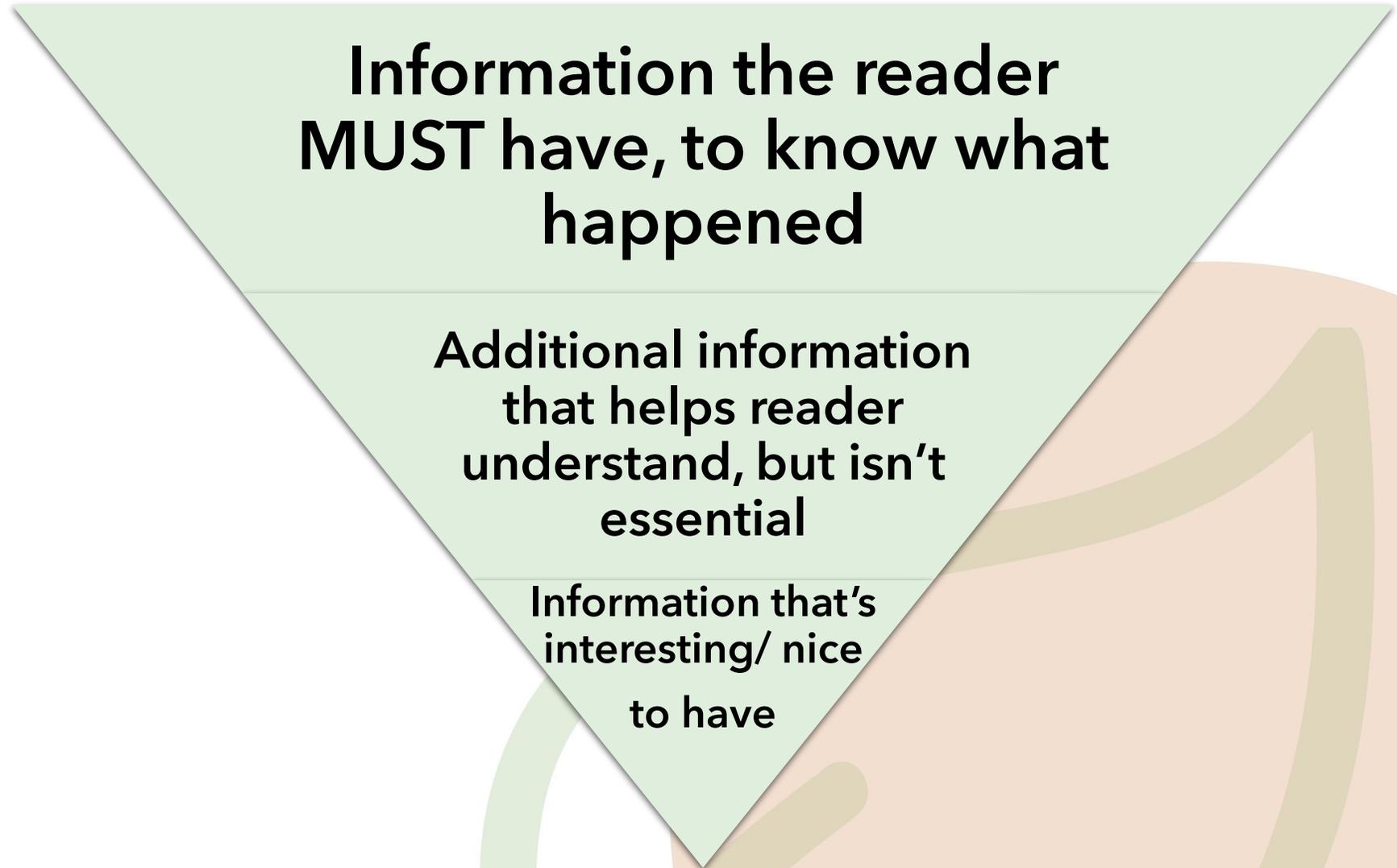
# You need to un-learn the primary school writing style!

Journalism style is not linear, like the texts we usually write! A typical, linear, text would maybe be structured like this;

1. First we thought about something for a long time and made plans
2. Then action 1 happened
3. Then action 2 happened
4. And we worked with action 3
5. And from all this hard work, something really amazing now has happened that we want to tell you all about!



# Inverted pyramid of news writing



The most important info must go at the beginning – the reader could stop reading at any time!

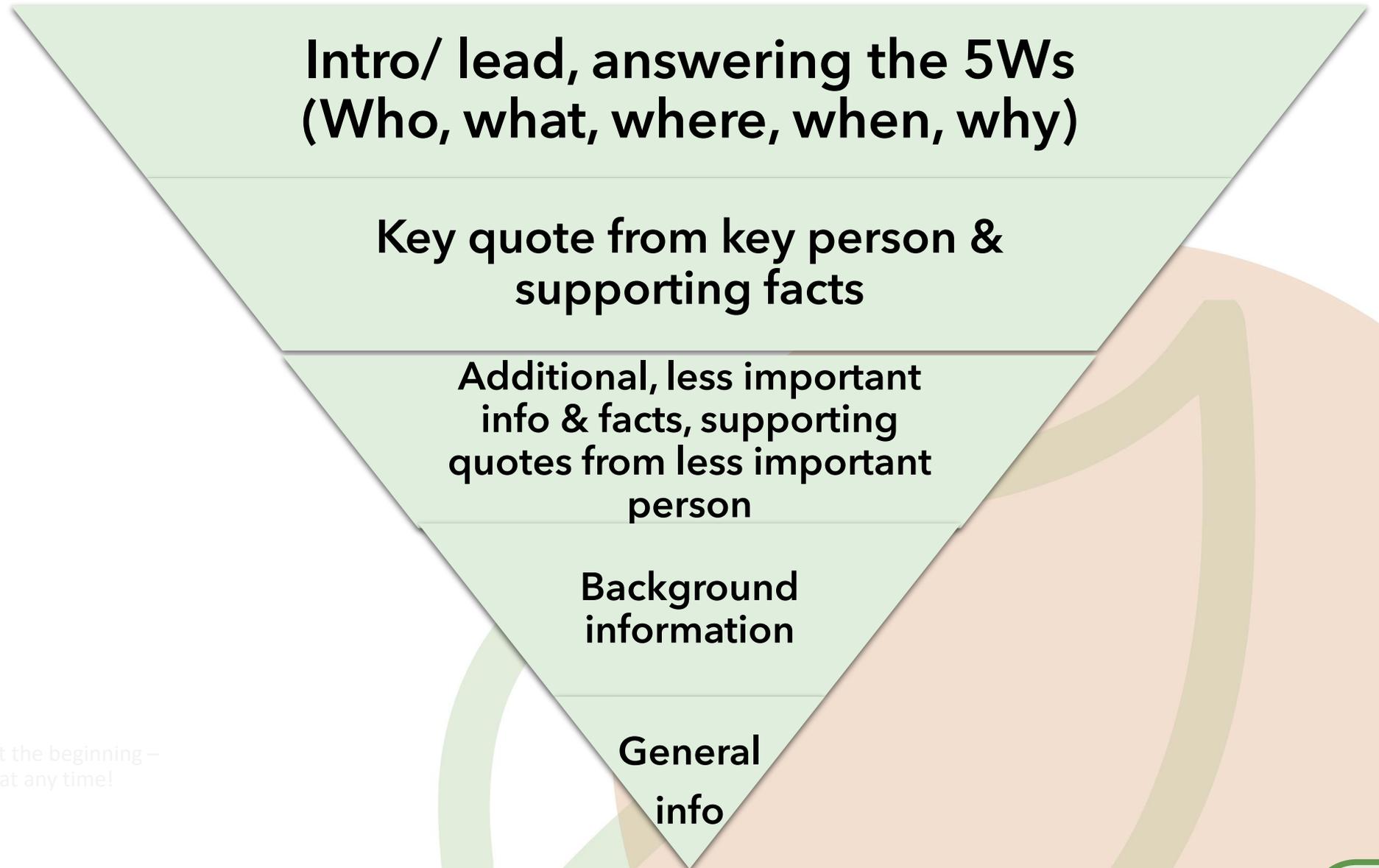
The news-worthiness  
FOR THE READER  
(news outlet), not what  
WE want to publish,  
(which can be hidden  
more implicit in the  
text)

**Information the reader  
MUST have, to know what  
happened**

**Additional information  
that helps reader  
understand, but isn't  
essential**

**Information that's  
interesting/ nice  
to have**

# Detailed inverted pyramid



The most important info must go at the beginning – the reader could stop reading at any time!

The manicured lawns at the front entrance at Trinity College Dublin have been removed and are about to be transformed into a wildflower meadow in response to Ireland's "biodiversity crisis".

First announced in February, the move which make islands of the famous twin statues of Edmund Burke and Oliver Goldsmith, brings to an end to 150 years of grass cutting, which made the lawns at the front of the college as smooth as a cricket pitch.

The conversion into a bee-friendly, wild-flower meadow began in recent days after the public overwhelmingly backed the move in an online poll in April.

Of almost 14,000 votes, 12,500 were in favour of replanting the front of the university.

Prof John Parnell, chair of Trinity's grounds and gardens committee, said the results show "a strong desire for more biodiversity and in particular want institutions to set an example".

Though the area may end up looking less tidy, supporters of the idea say it will be an improvement on what it looks like.

Research shows lawn-mowing, ground preparation and pesticide control can disturb important insects in the soil.

Planting wild flowers and minimising interference supports biodiversity, and provide a habitat for many pollinators in the city centre.

The plants will a mix of annuals and perennials, with as many of them being of known Irish origin as possible to extend flowering over as long a period as possible.

The area will flower in spring and summer, and be left untouched over the winter months when pollinators such as butterflies, hoverflies and bees – hibernate.

The re-wilding move represents a pioneering attempt in Ireland to place wild-flower spaces in the heart of the city. The area – one of the most prominent areas in the capital – sees thousands people pass by on a daily basis.

Plants and grasses at other parts of campus are already in the form of mini meadows and cut only a few times a year to encourage wild species and to assist students and academics studying ecology.

**Intro/ lead, answering the 5Ws  
(Who, what, where, when, why)**

**Key quote from key person  
& supporting facts**

**Additional, less  
important info & facts,  
supporting quotes from  
less important person**

**Background  
information**

**General  
info**

A new scheme has been launched in South Belfast that is turning on-street parking into new outdoor spaces.

The Ormeau Parklet is a trial project that has turned some of the on-street parking on the Ormeau Road into a green public space for pedestrians and local businesses to use

A number of different organisations have come together to create the parklet project, including Belfast Buildings Trust, Queen's University Belfast, OGU Architects, MMAS Architects, the Department for Infrastructure, Belfast City Council, and four local hospitality businesses.

They hope that it can be used as a model of other parklet projects across Northern Ireland.

Joanne Corr, Chair of Belfast Buildings Trust, said: "We believe that Belfast's people and places deserve quality and we're willing to take risks to achieve that.

"The reaction to the Ormeau Parklet already shows what's possible when civic partnerships are willing to embrace community action, creative design practice, and research."

Minister for Infrastructure, Nicola Mallon, praised the project saying that it will help people ensure social distancing in their businesses.

She said: "Since becoming Minister I have made clear my desire to change the way we use our roads and streets to benefit the community.

"I am delighted that my Department is able to support this initiative and I'd like to commend the Belfast Buildings Trust for the amazing job they have done to develop and deliver this innovative collaborative project.

"Living with the Covid pandemic has meant we need to ensure that people who meet can maintain social distancing with safety in mind.

"These parklets not only achieve this but with the inclusion of cycle parking, provide opportunities to come to these areas and will encourage more people to get out and enjoy their local environment, the active travel experience and in doing so support the local economy.

Professor Ian Greer, Vice-Chancellor of Queen's University Belfast, said that he was pleased that the university has been involved in the project and that students will be compiling data on it to track its success for use in future schemes.

Chair of Belfast City Council's Strategic Policy & Resources Committee, Cllr Christina Black, added: "The Ormeau Parklet initiative shows what can be achieved when statutory and civic partners work together to be innovative and trial new ideas, which is particularly important in the ongoing challenges facing businesses as they navigate the ongoing pandemic.

"I'm pleased that Council has been able to support Belfast Buildings Trust to deliver the initiative through our Covid19 Revitalisation fund.

"It demonstrates a local, best practice approach to place-making that not only creates more space for people but also shows how businesses are diversifying and adapting their premises to help adhere to the current regulations."

A Belfast City Council spokesperson said: "Belfast City Council is pleased to support Belfast Buildings Trust to deliver the Ormeau Parklet initiative.

**Intro/ lead, answering the 5Ws  
(Who, what, where, when, why)**

**Key quote from key person  
& supporting facts**

**Additional, less  
important info & facts,  
supporting quotes from  
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information**

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info**

The manicured lawns at the front entrance at Trinity College Dublin have been removed and are about to be transformed into a wildflower meadow in response to Ireland's "biodiversity crisis".

First announced in February, the move which make islands of the famous twin statues of Edmund Burke and Oliver Goldsmith, brings to an end to 150 years of grass cutting, which made the lawns at the front of the college as smooth as a cricket pitch.

The conversion into a bee-friendly, wild-flower meadow began in recent days after the public overwhelmingly backed the move in an online poll in April.

Of almost 14,000 votes, 12,500 were in favour of replanting the front of the university which faces onto College Green.

Prof John Parnell, chair of Trinity's grounds and gardens committee, said the result shows a "strong desire for more biodiversity and in particular want institutions to set an example".

Though the area may end up looking less tidy, supporters of the idea say it will be an "improvement" on what it looks like.

Research shows lawn-mowing, ground preparation and pesticide control can disturb important insects in the soil.

Planting wild flowers and minimising interference supports biodiversity, and provide a habitat for pollinators in the city centre.

The plants will a mix of annuals and perennials, with as many of them being of known Irish origin and to extend flowering over as long a period as possible.

The area will flower in spring and summer, and be left untouched over the winter months when pollinators such as butterflies, hoverflies and bees – hibernate.

The re-wilding move represents a pioneering attempt in Ireland to place wild-flower spaces in the heart of the city – one of the most prominent areas in the capital – sees thousands people pass by on a daily basis.

Plants and grasses at other parts of campus are already in the form of mini meadows and cut only a few times a year to encourage wild species and to assist students and academics studying ecology.

**Intro/ lead, answering the 5Ws  
(Who, what, where, when, why)**

**Key quote from key person  
& supporting facts**

**Additional, less  
important info & facts,  
supporting quotes from  
less important person**

**Background  
information**

**General  
info**

# Nabolagshager's learning curve of media coverage



Uterom tak for maten

## Mat på tak

Nabolagshager forvandler flate tak til bugnende kjøkkenhager.

TEKST: HEIDI RØNNEID FOTO: MANDEL & SESAM

Sju stajser over travle Schwingsdalsgate strækker uterom og spiselige blomster seg opp mot himmelen. Her har Nabolagshager bygget en stor takhage for å teste hvilke spiselige vekster som kan trives på taket.

– Bare i Oslo er det 14 millioner kvadratmeter med flate tak. De er en opplagt arena hvis man skal få en grønnsaksby. Før var det grøtt og dødt på taket her i Schwingsdalsgate, men nå har vi humler, sommerfugler og mestemarker. Det har blitt et helt annet biomangfold, sier

prosjektleder Helene Gallis. Prosjektet har fått det ferskende navnet «Tak for maten». I etasjene under takhagen er det kontorer, og de som jobber i bygget kan spise lunnsj på taket eller gå opp for å trekke frisk luft i arbeidslagen.

– Vi gir folk et forhold til maten de spiser og mulighet til å bli kjent med sesongens matvarer. Tomater fra taket smaker helt annerledes enn tomatene fra butikken. Og spiselige blomster er ikke noe man finner i dagligvarebutikken. Taket er en virkelig grønnsaks- og et sted ingen skulle tro at noe kunne gro, sier hun.

Ubrukt areal. En del av Oslos utstrakte tak er på toppen av bolig- og næringsbygg. Gallis skulle gjerne sett at flere av disse ble dyrket.

– Potensialet er kjempestort, ikke bare for å dyrke, men for å få øynene opp for taket som en møteplass. Ingenting er så bortkastet som å bruke mye penger

“  
Vi gir folk et forhold til maten de spiser og mulighet til å bli kjent med sesongens matvarer.  
Helene Gallis

• BOLLIG & MILLJØ



På det 280 kvadratmeter store taket dyrkes en rekke spiselige vekster. – Et tak her er et eksempel på hvordan man kan gjøre et på 10.000 kvm, så potensielt er stort, sier Helene Gallis.



☺ Flere elsker ved ferietid å se sine nye sommerbed i solen. – Vi lærer mye om hvordan det vil være i arbeidslivet og om urban dyrking, sier Miriam El-Morisse.



– Det er alltid sol på taket, men i bakgården er det bare noen timer om dagen. Næven kommer før og høsten kommer senere. Man får rett og slett mer ut av solstrålene. Noen stajser opp fra gatoplan virker byens stress og mas å leve i. Men det finnes et kankjø det er her opp kommer folk i prat med hverandre, sier hun.

Stell. Å dyrke spiselige vekster på fellesområdene i boligblokkene har vært populært i noen år nå. En utfordring med denne type hager er at de krever jevnlig stell.

– Det aller enkleste for styrerne kan være å bruke litt penger på å gi noen ungdommer i nabolaget en sommerjobb i tillegg til å ha selvanning på taket, sier Gallis.

En annen mulighet er å ansette en gartner, som er i takhagen til faste tider.

– Nå utvikler vi en takhage sammen med OBOS på

BOLLIG & MILLJØ

# Nabolagshager early media coverage: being at the mercy of journalists

**ADVANTAGE:** All stories have come because journalists have taken contact directly, we did not make any specific actions to get this coverage.

- 2015: stories about Dyrk Byen! book
- 2016: stories about urban agriculture
- 2017: stories about urban agriculture and miniature gardens
- 2018: stories about rooftop gardens and ur own Tak for Maten project.
- 2019: stories about rooftop gardens

**DISADVANTAGE:** very little control or impact on the content, the angle, and how Nabolagshager is perceived by the viewer or reader.



# Nabolagshager recent media coverage - a proactive approach

Since 2020 we have been proactively approaching, and building relationships with, selected local media.

We provide written material in a journalistic style with high quality and high resolution photos.

We can give our draft text the angle we want, and if the editors think that it has a good journalistic quality, they are more likely to publish it.

We use this to proactively introduce more colleagues, highlight strategic skill sets and key projects.



**OSLO**  
Avisa for deg med ♥ for Oslo

Bli abonnent Din bydel ▾ Debatt Foto/tv Om oss ▾ Min side

Sumaya Ali Isse og Sadia Mubiru planter friske grønne planter i nye plantekasser til sin egen skolegård. Foto: Julie Hrnčifová

## Skolegården på Hersleb videregående var grå og kjedelig. Så tok ungdommene fatt og pusset opp

På H20 VGS på Grønland savnet elevene flere sitteplasser, mer farger og flere planter istedenfor asfalt og betong.

Émilie Pascale Blain Helgheim

PUBLISERT Onsdag 21. oktober 2020 - 21:44 SIST OPPDATERT Onsdag 21. oktober 2020 - 23:11

# A buzzing example:

We won silver medal in the Norwegian Honey Championship and thought it was the perfect excuse for press coverage. But it was important for us to not focus on the beekeeping, as that is not a core business for us.



Key quote in the article that helps to strategically position Nabolagshager to the reader as a pioneer business in edible city solutions:

*- We want to contribute to solving challenges such as social exclusion and youth unemployment among minority youth by creating innovative green jobs, explains CEO of Nabolagshager, Adam Curtis*

# The result:

Successfully obtaining press coverage leading to great publicity, brand recognition, great quotes that highlight different staff members and their skill sets and the community impact of edible city solutions.

News stories are also great content for social media.



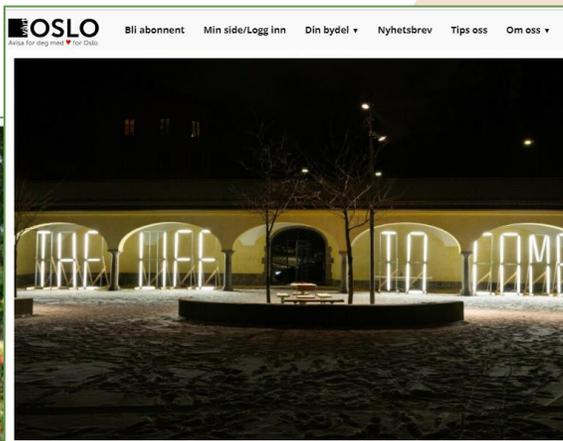
## I Stensparken blafrer nyttårsønskene og drømmene til naboer og besøkende

Flere smil, våfler hver fredag, å bli modigere - våge det jeg vil, mer ro og positive vibes, gå tur hver dag, slutt på skjenkestopp eller rett og slett mer godteri: Det er noen av ønskene for det nye året som har blitt hengt opp i Stensparken i helga.

Vegard Velle  
VEBARD VELLE



Nå er det bare å forsyne deg med frukt og grønnsaker fra kommunens blomsterbed



The Life to Come er en lysinstallasjon som også er blitt satt opp på Øyafestivalen. Nå lyser kunstverket opp skolegården på Hersleb. Foto: KHUR&H

## Hersleb-elever la undervisning i klasserommet til side. Og lagde lysbudskap om håp i skolegården

Elever ved H20 videregående, gamle Hersleb skole, har denne uka fått bruke timene på en litt annerledes måte. Utstyrt med verktøy var det samarbeid som sto på timeplanen. Resultatet kan alle se når mørket faller på.

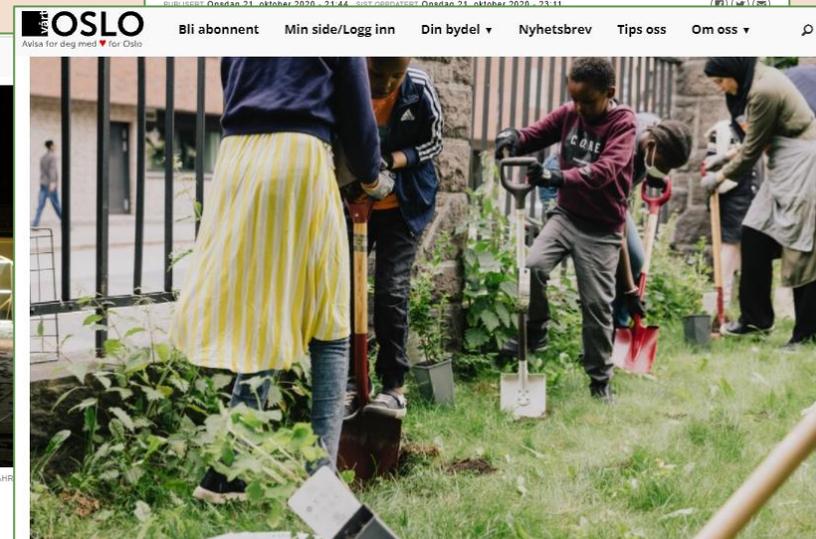


Sumaya Ali Isse og Sadia Mubiru planter friske grønne planter i nye plantekasser til sin egen skolegård. Foto: Julie Hrnčířová

## Skolegården på Hersleb videregående var grå og kjedelig. Så tok ungdommene fatt og pusset opp

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Emilie Pascale Blain Helgheim



Da buskene skulle settes i jorda ved Hersleb videregående skole var det en god miks av folk fra nærmiljøet som stilte opp. Foto: Julie Hrnčířová

## Små og store naboer plantet solbærbusker i skolegården på Hersleb: - Her skal nærmiljøet ta

# Miniature gardens, a story of a wasted media opportunity.

Nabolagshager's biggest (and most wasted) media success to date:

MINIATURE GARDENS, a public arts installation commissioned by the City of Oslo



## Grønt, søtt – og fryktelig smått

Ikke hage? Ikke balkong? Ikke noe problem. Alt du trenger for å dyrke noe er en liten sprekk i asfalten.



*Små, grønne overraskelser venter den som i hovedstadens gater sakker farten og løfter blikket fra telefonen.*

# What makes a story newsworthy?

- 1. PROXIMITY:** Location, location, location: If an event is happening nearby, it will impact the audience more than if it were happening somewhere else that doesn't affect them as much - say, in another state or another country.
- 2. PROMINENCE:** A well-known person, place, or event has a stronger news angle than something that the audience isn't familiar with. A guest speaker visiting your local elementary school to take over story time doesn't resonate with many people ... unless that speaker is Oprah.
- 3. TIMELINESS:** Current news has more impact than past events because interest quickly and past events become stale.
- 4. ODDITY:** If something is unusual, shocking, or surprising, it's more newsworthy.
- 5. CONSEQUENCE:** If the impact of an event is significant, it's more newsworthy. The Watergate Hotel was white noise on the national news.
- 6. CONFLICT:** Audiences are always interested in conflict. Many consumers will be interested in a story that involves conflict, politics, and even struggles against nature.
- 7. HUMAN INTEREST:** If a situation draws attention to a person or a story, these stories can be "soft" kid-at-the-office stories or stories about incompetence on the part of a public figure.
- 8. EXTREMES/SUPERLATIVES:** Reporters and audiences love extremes - highest - if you can legitimately claim one. Be careful with superlatives. Dishonesty here will come back to bite you.
- 9. SCANDAL:** Everyone loves to hate on the philanderer. Scandal is a hot handle. Reporters want a scoop on scandal.
- 10. IMPACT:** Whether it's a peaceful protest that encompasses five city blocks or a 52-car pileup on the pike, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by the event will affect its newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of Ebola.

We did not have a media strategy for this activity.

We only placed a hashtag in all the sceneries, so the stunt could be traced back to us.

However, due to it's high degree of newsworthiness, several news outlets quickly picked up the story themselves.

Congressman who sends inappropriate pictures under an absurd virtual

- So it worked – but it did no good for Nabolagshager. We did not get publicity or get quoted on anything relevant other than «tiny gardens are cute» and «tourists love them».
- If we had done this as a strategic press activity, we would have gotten AT LEAST the same amount of press, but how Nabolagshager had been described, would have been very different.
- We could have positioned ourselves as an organization with strong understanding of what creates enthusiasm for public life, of creative ideas, placemaking at eye level / for kids, highlighting our impact in inclusion through the youth were involved in managing the miniature gardens over summer or many other creative ways.
- All press is good press. But great press is better press!



# Final tips and tricks



# Always use the **active voice** when writing for news media

Example:

The students built furniture,  
**NOT** Furniture was built by the students.

The diagram is set against a yellow background and is divided into two main sections. The left section is titled 'ACTIVE VOICE' in a red box. It features an illustration of three angry-looking penguins. Below the illustration, the sentence 'Wild penguins attacked my sister.' is shown. 'Wild penguins' is in a red box, 'attacked' is in an orange box, and 'my sister' is in a red box. Labels 'action' and 'subject' are placed below 'attacked' and 'my sister' respectively. The right section is titled 'PASSIVE VOICE' in a green box. It features an illustration of a girl with a shocked expression, her mouth wide open, with blue teardrops and orange flowers around her head. Below the illustration, the sentence 'My sister was attacked by wild penguins.' is shown. 'My sister' is in a green box, 'was attacked' is in a green box, and 'by wild penguins.' is in a green box. Labels 'subject' and 'action' are placed above 'My sister' and 'was attacked' respectively.

**ACTIVE VOICE**

Wild penguins attacked my sister .

action subject

**PASSIVE VOICE**

My sister was attacked by wild penguins.

subject action

If you get published, you should proactively share & tag your news links on all your platforms to help the media outlet generate views and clicks

(the journalist will appreciate this and remember it for the next time you approach them)



# Don't forget...

- Be short and sweet, max 1 A4 page with lots of paragraphs and space, shorter is always better.
- The journalists and editors decide what they will and won't publish. We can be lucky, or unlucky, with the timing. If they don't want to publish it, it simply isn't newsworthy enough and we must respect that.
- We must always put ourselves in the shoes of the reader, and never forget that the only reason why a media outlet will publish our story, is that readers will consider it something they want to spend 30 seconds or 2 minutes clicking on and looking at.
- Journalists WILL CUT any text that is redundant, uninteresting, not newsworthy or too clearly self-bragging or self-promoting.
- Ask that if they do significant edits, that you want to proofread the text before it is published, to ensure that quotes are not taken out of context or there are misinterpretations. Read through, make edits (if any) and return the proofread document to the journalist ASAP.



byrå for byøkologi



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