

Traffic Safety Education & Edification:

Telling *Your Story* Through the Media

TUESDAY, OCT. 22

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Welcome!

Our Goals

Increase your **media literacy**

Start seeing "**mediagenic**" stories

Inform and **educate**



The Media

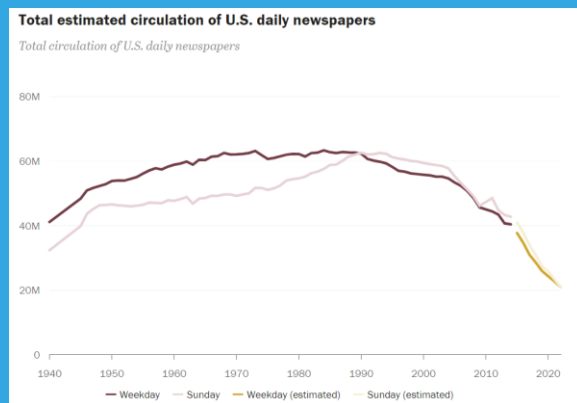
Newspaper circulation and ad spending **declining**

Fewer people watching TV news

Great reporters **leaving the industry**

Newspapers The Media

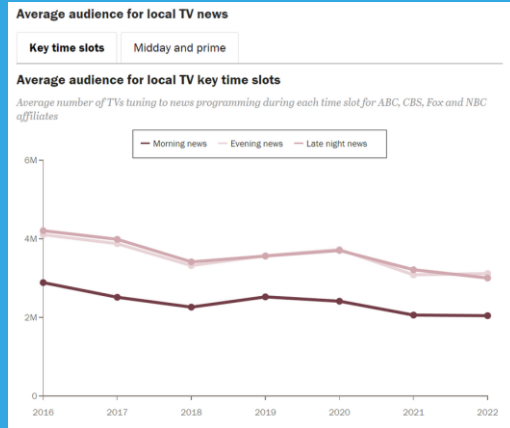
Newspapers have **lost 67% of their circulation** since 1984



TV News

The Media

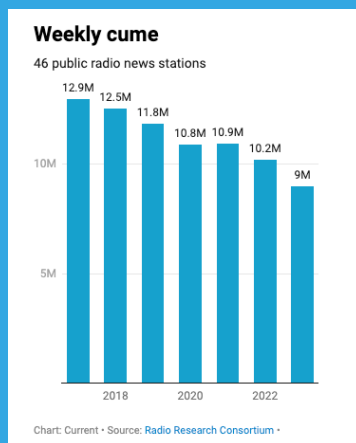
Fewer people watching television news

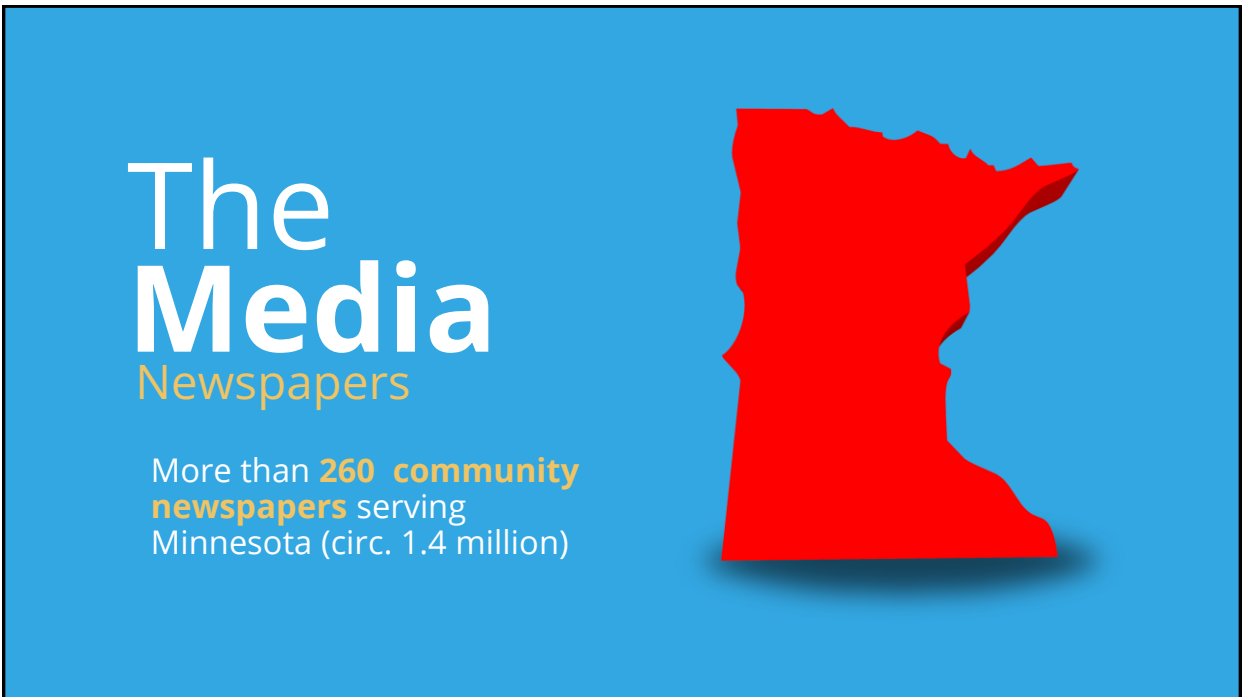
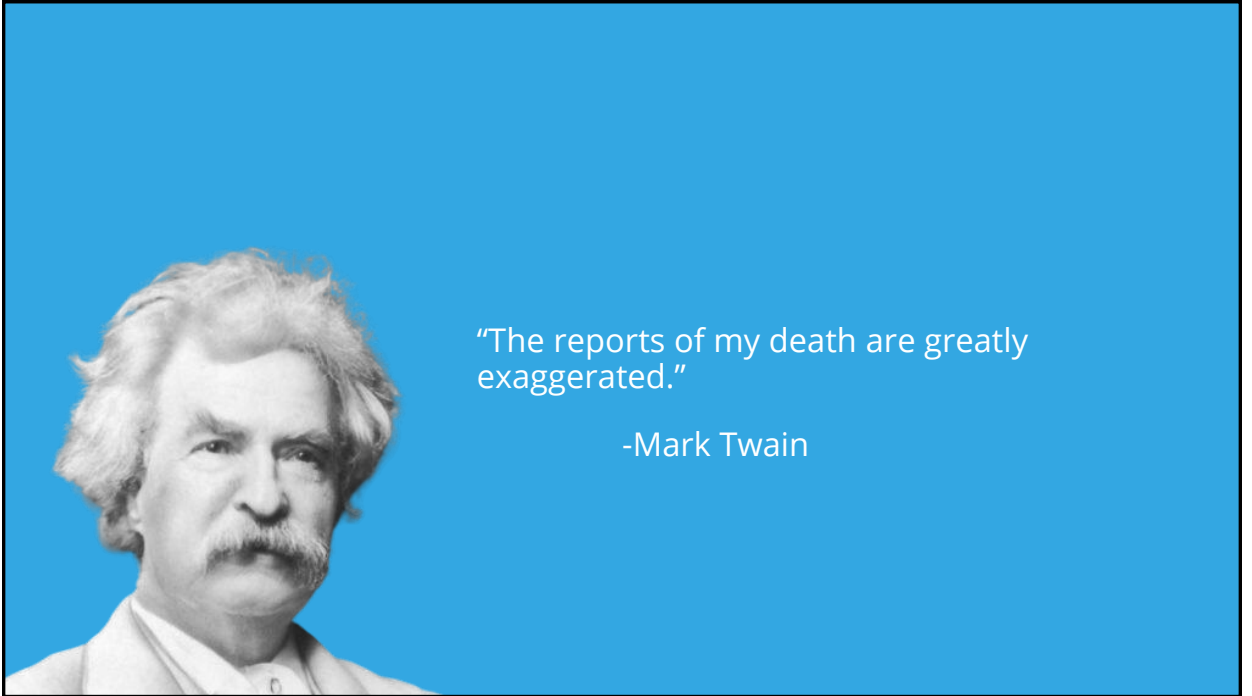


Radio News

The Media

Public Radio News has lost 3 million listeners since 2018





The Media

Newspapers

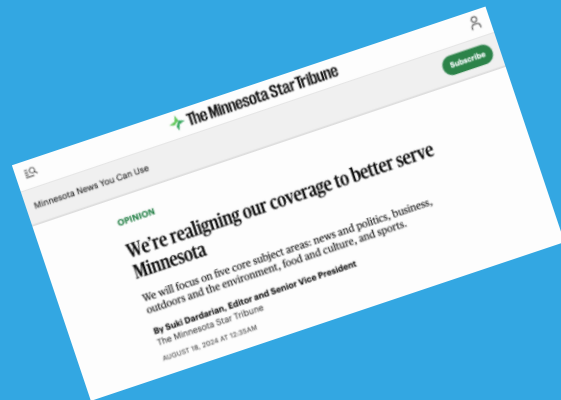
Nearly 75 active **ethnic media outlets** serving the entire state



The Media

Mainstream Media

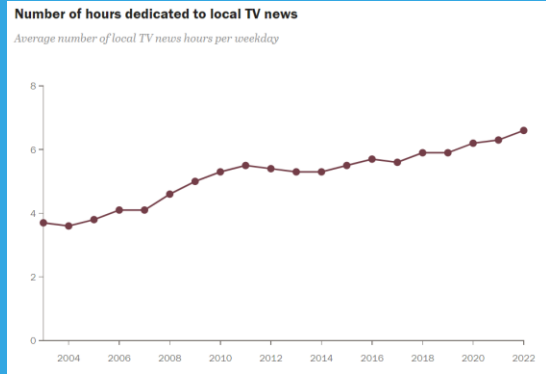
Not going down **without a fight**



The Media

TV News

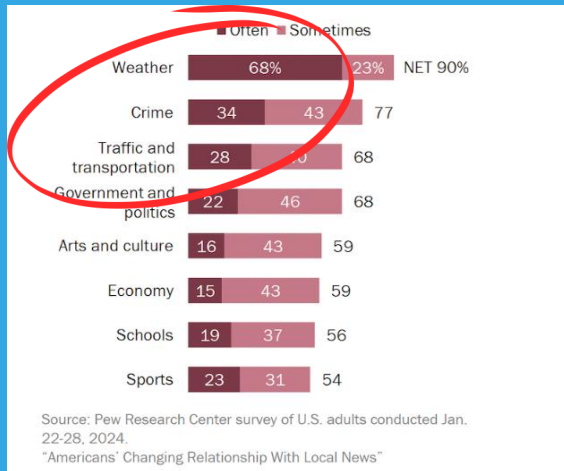
Television stations producing **more** local news



The Media

Coverage

Community members want news about **weather, crime** and traffic/**transportation**



The Media Coverage

Community members want news that is **local**, **actionable** and **interesting**

What People Want

- ★ Local
- ★ Factual
- ★ Reflective
- ★ Actionable
- ★ Interesting

The Media

What People Want

- ★ Local
- ★ Factual
- ★ Reflective
- ★ Actionable
- ★ Interesting



What Makes News

- ★ Proximity
- ★ Timeliness
- ★ Consequence
- ★ Prominence
- ★ Human interest

The Media Coverage

Traffic safety stories
are **media gold**



Media Literacy

Consume media with a **critical eye**

Get to know (no, **really know**) your
journalists

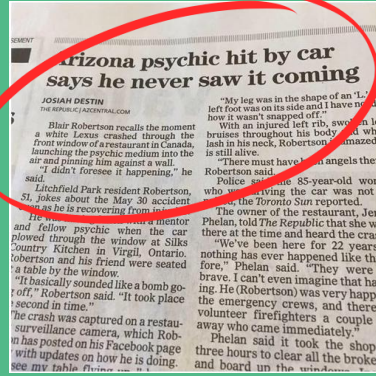
Think and act like a **journalist**



Media Literacy

Three Steps to Success

Step #1: Study Headlines



Media Literacy

Three Steps to Success

Step #1: Study Headlines



Media Literacy

Three Steps to Success

Step #1: Study Headlines

Drunken driving arrests increase in 2024

vs.

One in 25 Isanti County residents arrested for drunken driving in 2024

Media Literacy

Three Steps to Success

Step #1: Study bylines



Media Literacy

Three Steps to Success

Step #1: Study bylines



Media Literacy

Three Steps to Success

Step #3: Study Story Structure

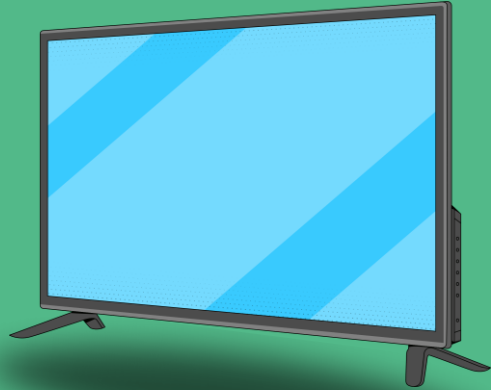


Media Literacy

Three Steps to Success

TV News: Real people. What happened today. Expert.

Step #3: Study Story Structure

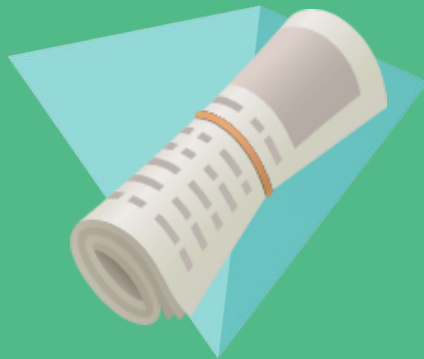


Media Literacy

Three Steps to Success

Newspapers: Inverted pyramid. Headline driven. Quotes and photos to humanize.

Step #3: Study Story Structure



Media Literacy

Three Steps to Success

Radio news: Inverted pyramid with a shot clock. Need interviews. Usually over the phone.

Step #3: Study Story Structure



Media Literacy

Three Steps to Success

1 pt. **Problem.** 1 pt. **Solution.** 1 pt. **Color.**
Enjoy with sugar and/or salt.

Recipe for success



Finding mediagenic problems



Great problems to have

- ✓ Mass appeal
- ✓ Tied to a news elements
- ✓ Related to a solution **you offer!**

Finding mediagenic solutions



Great solutions

- ✓ Mass appeal
- ✓ Simple
- ✓ **Humanizable!**

Finding mediagenic color



Great color

- ✓ Tailored to the medium
- ✓ Relatable
- ✓ **Interesting!**

Placing mediagenic stories

1 part problem



1 part solution



1 part color



Finding mediagenic stories

School cop helps connect kids with paid trade internships



The Rock County High School police officer, Tom O'Connell, is helping to connect students with paid trade internships. O'Connell is a police officer at Rock County High School in Waterloo, Iowa. He is also a member of the Rock County Sheriff's Office. He is currently on a paid leave of absence from his job at the Sheriff's Office to work at the high school. He is helping to connect students with paid trade internships. He is currently on a paid leave of absence from his job at the Sheriff's Office to work at the high school. He is helping to connect students with paid trade internships.

Finding "mediagenic" stories

The recipe

The problem: Drunken driving

Minnesota News
Carl Spencer and Chandra Colvin · September 23, 2024 5:15 AM

High speeds and drunk drivers add up to unsafe roads



A car collided with a school bus near Hibbing earlier this year. The driver of the car was airlifted to the hospital with serious injuries. Mesabi Tribune

Save

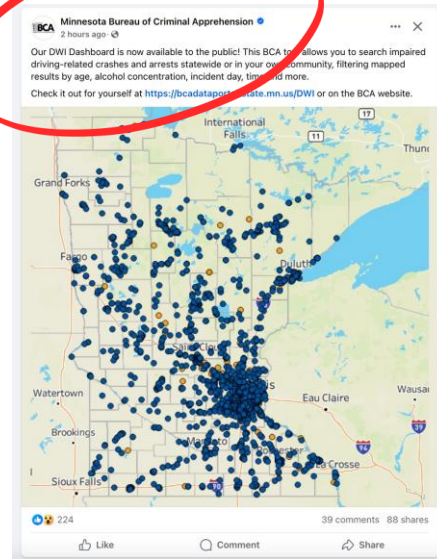
SHARE

It's been a dangerous year on Minnesota's roads.

Finding “mediagenic” stories

The recipe

The solution: Education



Finding “mediagenic” stories

The recipe

The color: Facts, figures
and people

- ✓ How many in your community?
- ✓ How likely are you to know someone arrested for DWI?
- ✓ **Someone**

Finding “mediagenic” stories

The recipe

When dog bites man, it's not news. **When man bites dog, it's news.**



Finding “mediagenic” stories

The recipe

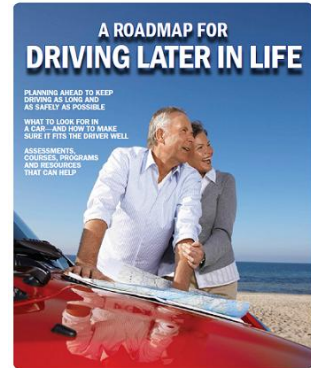
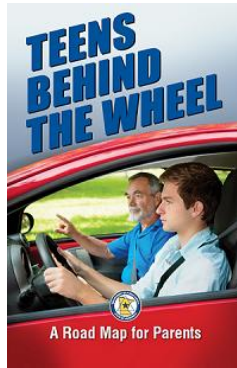
Building on a **solid foundation.**



Finding “mediagenic” stories

The recipe

Tips and tricks (**read: hacks**). Then flip it.



Finding “mediagenic” stories

The recipe

Keep it **simple**.



Finding "mediagenic" stories

The recipe

Keep it **simple.**



Finding "mediagenic" stories

The recipe

Keep it **simple.**

FEATURED COLUMNS

Deputy Ali's American dream: Building trust by showing up for people

FEBRUARY 16, 2023 — 3:30PM



Ramsey County Deputy Kamaludin Ali



Jennifer Brooks

One frigid night, north of St. Paul, Kamaludin Ali studied the darkened windows of a suburban strip mall.

"When everybody goes home at night, I come back here, looking for broken windows," he said. It was his third week as a Ramsey County deputy sheriff, working the

Inform & Educate

Tell stories that raise awareness about **deadly problems**

Provide solutions that save lives

Change people's behaviors **for the better**

Inform & Educate

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Thank you!

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