This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Working with Media to Expand Outreach and Education
13 research and extension centers across Texas
DALLAS
Improved and sustainable urban and suburban living
7.5 MILLION PEOPLE
RESEARCH, PUBLIC OUTREACH AND CONTINUING EDUCATION

WATER USE EFFICIENCY IN THE URBAN ENVIRONMENT

WaterUniversity.tamu.edu
MISSION
Shape perception
Change behavior
EDUCATIONAL CLASSES
@AgriLife Water University

@TXPlantGuy
7.5 MILLION PEOPLE
6. Daniel Cunningham - @TXPlantGuy

Who he is: A horticulturist at AgriLife Water, part of the Texas A&M AgriLife research and extension center Dallas.

Why they made the list: Daniel shares the latest industry news and trends, and also makes great plant puns.
Urban Gardening: Top Feeds To Follow on Twitter

enlightening.

**TX Plant Guy**

TX Plant Guy is Daniel Cunningham based in Texas. From his Twitter bio, Daniel is a horticulturist and speaker that covers topics such as water efficiency, native plants, growing food, rainwater harvesting, composting, and foraging. With tons of retweets, this account gives a broad overview of urban gardening in the area.

**Urban Farm**

Andrew Douglas is managing the Twitter account for Ireland’s urban farming initiatives. He’s also into fungi cultivation [@UrbanOyster potato heritage @Theิธ Potatoes and @Crops & Herbs. He’s got to love to play off...
Traditional Media
Television, Newspaper, Magazines, Radio

- Wide, Reliable communication to customers
- Root of advertising
- Proven Effectiveness
- Content for social media
Never (almost never) say no!

If you do say no, point them to sources that will say yes!

Be available and reliable

Email, Cell Phone, Social Media

Respond immediately
Pitching a Story

Is your idea newsworthy, timely and relevant?!

Look for journalists that have done similar stories

Who cares?

What’s the beat?

Water
Environment
Weather
Plants
Metro
Food
Community?

The Pitch: Be relatable

Use first names
Stroke the ego
“I liked your story about”

Don’t copy and paste
Use social media to follow up
Don’t be a fan
Pitching a Story

Pitch to 2-3 people
Different channels, stations
Different media outlets
Start big, then go small
Give yourself time
Think outside the box

Don’t be annoying, ever!
Pitch every 3-4 months
Unless there’s breaking news

Protect your relationships,
Don’t put your neck on the line
Going LIVE

Ask for/ have questions, outline, script prepared

Practice, Practice, Practice

Throw out the script

Be ready for anything

For more info... Your/ Their website

Everyone is nervous, it gets better!

Use props?

Smile, maybe just a grin

Be natural and be yourself
Ask for questions emailed
Offer to fact-check, captions
Stay in your lane.
Are you qualified to answer?
Radio/ Podcasts

Ask for questions outline/ emailed

Be natural.

Just Talk. But make it a conversation.

Listen for the wrap up.
General Tips

**ALWAYS Be Nice, Be prepared, Be Professional**
Be extra nice to editors, producers, floor managers, photogs

**Build relationships**
Value those relationships!

**Use social media**
Selfies
Tag photos

Send a short follow up, Thank you
Working with Media to Expand Outreach and Education Questions?