

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



“Working with Media to Expand Outreach and Education”

Daniel Cunningham, Patrick Dickinson

@RootedInTX





Who We Are, What We Do

Consultants focused on Urban Water Issues

Water-centric environmental education, demos

Cities

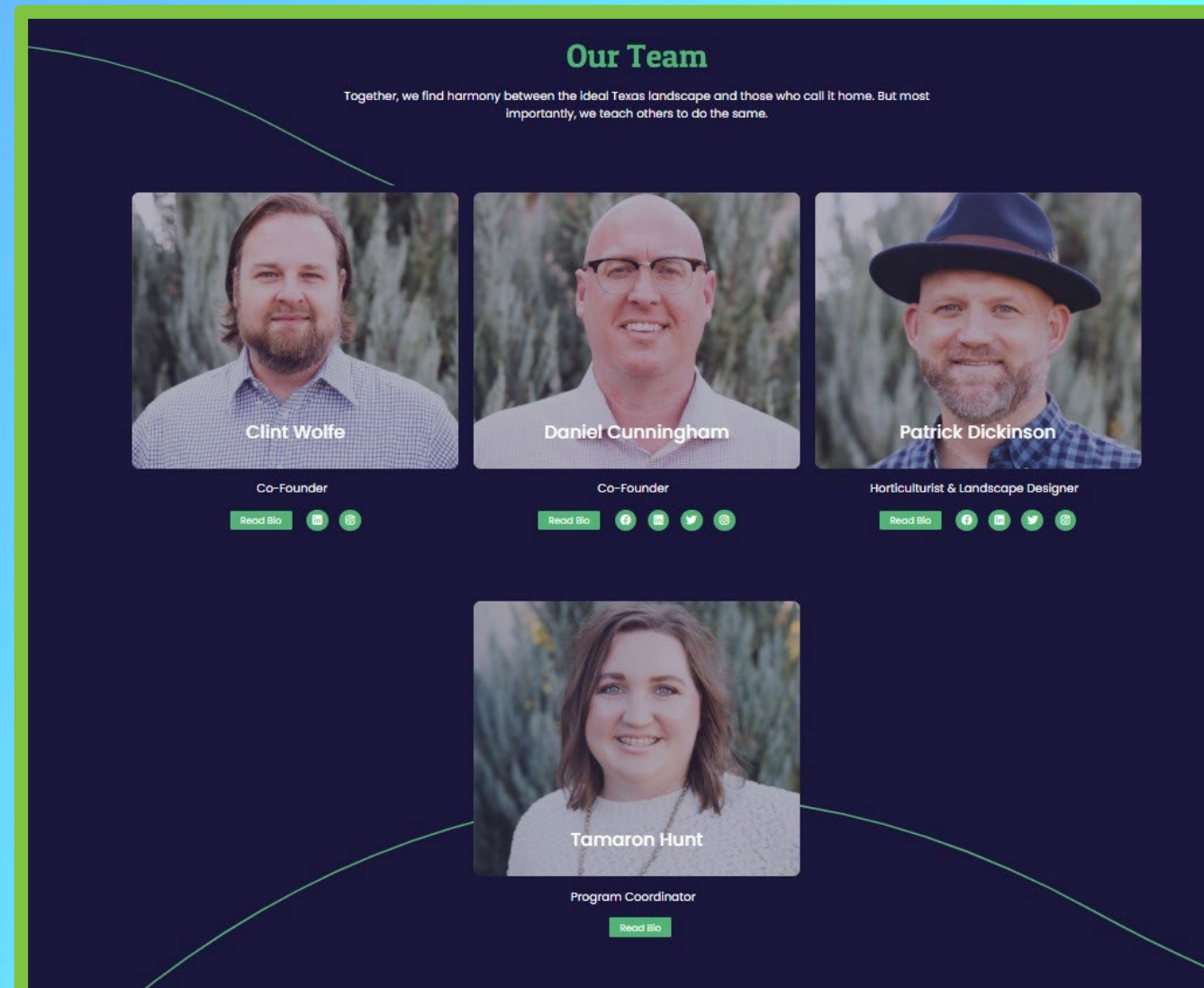
4 Major Water providers

Professional CEUs

Homeowners

Public Outreach Events

Help shape misconceptions about water use
and change behavior





Daniel Cunningham
Horticulturist, ROOTED IN



Patrick Dickinson
Horticulturist, ROOTED IN



Traditional Classes: *(virtual and in-person)*

- 15-500 attendees (pre-COVID)
- 1-2 hours long
- 20+ subjects ranging from
 - Native and Adapted Plants
 - Edible gardening
 - DIY Irrigation and Rainwater Harvesting
 - Wildlife Gardening

All with a water “hook”

- i.e. efficient irrigation, reducing stormwater pollution
- Where does our water come from?, etc



7.6 MILLION PEOPLE

Began to Focus on Online Presence:

Twitter, Facebook, Instagram, YouTube, Pinterest, LinkedIn

- Videos, Blogs
- Plant Pictures, Gardening Tips
- Free Online Resources, etc

More followers, More exposure...

led to and uptick of traditional media requests



Daniel Cunningham
Horticulturist, ROOTED IN



Patrick Dickinson
Horticulturist, ROOTED IN



Post –Covid-19....

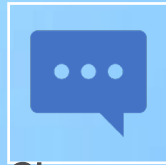
**Media partnerships are
more important than ever!**

Working through a pandemic



Organizational
Changes

Reduced Budgets
Reduced Staffing



Changes in
Communication



Working
from Home



General
Uncertainty



Losing Focus on
Sustainability?



Increased
Interest in
Gardening!



Why?

Traditional Media

Television, Newspaper, Magazines, Radio

- Wide, Reliable communication to customers
- Root of advertising
- Proven Effectiveness
- Content for social media



Texas AWWA
American Water Works Association

AM
LIFE
TENSION

THE DALLAS
CENTER



edible
DALLAS & FORT WORTH
CELEBRATING FOOD & COMMUNITY IN NORTH TEXAS, SEASON BY SEASON

Arts&Life

The Dallas Morning News

Section E

Thursday, August 17, 2017

DALLASNEWS

EVENTS

Will Starfest shine bright or burn out?

'Pop up' festival makes local music history for all the wrong reasons

By KELLY DEARMORE
Staff Writer
kelly.d@dmn.com

No festival this year has drawn the kind of attention that the newly announced "pop up" festival Starfest has. Scheduled for Sept. 8-9 at Planet Oak Point Park, the short life of Starfest has been tumultuous. Already, it has made a name for being confusing and confused. And the fest hasn't even taken place yet. Organizer David Taylor has tried to justify Starfest's overhyped model — of launching a festival in a mere five weeks — while he said his team have been slow in announcing the artists for the advertised 60-band, two-day, two-stage bill. In its attempt to be unique, Starfest has accomplished little more than to be annoying.

First, the company announced that rapper Lil Wayne would perform. In the following days, according to the fest's website, we were to learn the names of other artists on a daily basis — bigger artists in many genres, we were told. (That was good news, because while Lil Wayne is an iconic name in the rap world, he's far from a legitimate headliner for a festival that has already begun to bill itself as "Music That Matters.")

GARDENING



Daniel Cunningham cuts mosquito-repelling plants to demonstrate "strewing herbs" at the Texas A&M AgriLife Research Center in Dallas. When the leaves are stepped on and crushed, the mosquito-repelling oils within are released.

Photos by Taylor Irem Staff Photographer

Certain plants can



TNLA
TEXAS NURSERY &
LANDSCAPE ASSOCIATION

**TEXAS
GARDENER**
The magazine for Texas gardeners, by Texas gardeners.

They need content, we like to educate...

**Together we are more
effective!**

When reporters call you:

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

**HELPFUL
TIPS**

Is your idea newsworthy, timely and relevant?!

WHO CARES?

Look for journalists that
have done similar stories

Producers?
Editors?
Assignment desk?

What's the beat?

Water
Environment
Weather
Plants
Metro
Food
Community?

What's the story?

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



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

Giving a print interview

Ask for questions emailed

Offer to fact -check, captions

Stay in your lane.

Are you qualified to answer?



Giving a radio interview

Ask for questions outline/ emailed

Be natural.

Just Talk. But make it a conversation.

Listen for the wrap up.



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

Questions?



Daniel Cunningham
Horticulturist, ROOTED IN
@TXPlantGuy



Patrick Dickinson
Horticulturist, ROOTED IN
@PlantWPatrick

