

TELLING THE STORY OF HUMAN SERVICES
IN MEDIA & SOCIAL MEDIA

C. L. LOPEZ
HUMAN SERVICES COMMUNICATIONS OFFICER
SAN BERNARDINO COUNTY

The most powerful person in the world is the storyteller... The storyteller sets the vision, values and agenda of an entire generation that is to come.

Steve Jobs

#ActLikeaPIOThinkLikeAJournalist

AGENDA

- **Who We Are**
- **Why We Tell Our Stories**
- **How We Tell Our Stories**
- **Our Storytelling Tools**
- **Our Stories**
- **Next Steps**

WHO WE ARE



LARGEST COUNTY IN THE UNITED STATES

- **Aging And Adult Services**
- **Behavioral Health**
- **Child Support Services**
- **Children And Family Services**
- **Childrens Network**
- **Preschool Services**
- **Public Health**
- **Transitional Assistance**
- **Veterans Affairs**

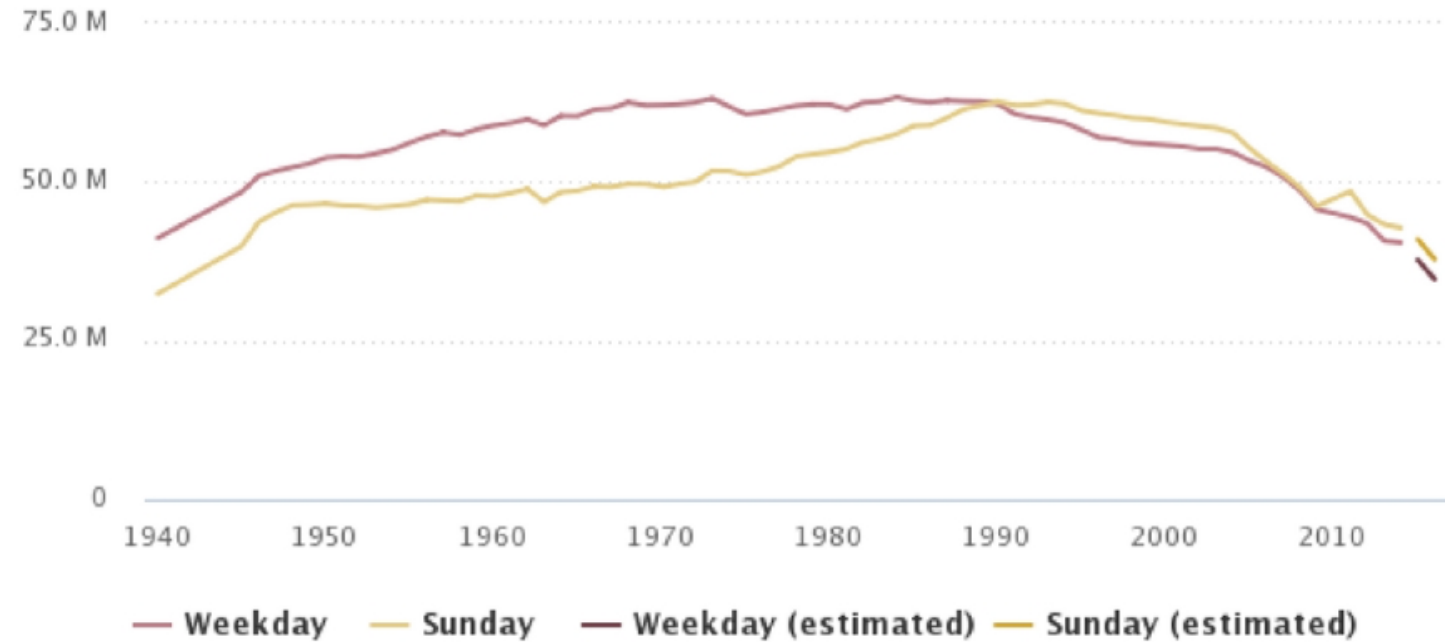


WHY WE TELL OUR STORIES



Total estimated circulation for U.S. daily newspapers

Total circulation for U.S. daily newspapers

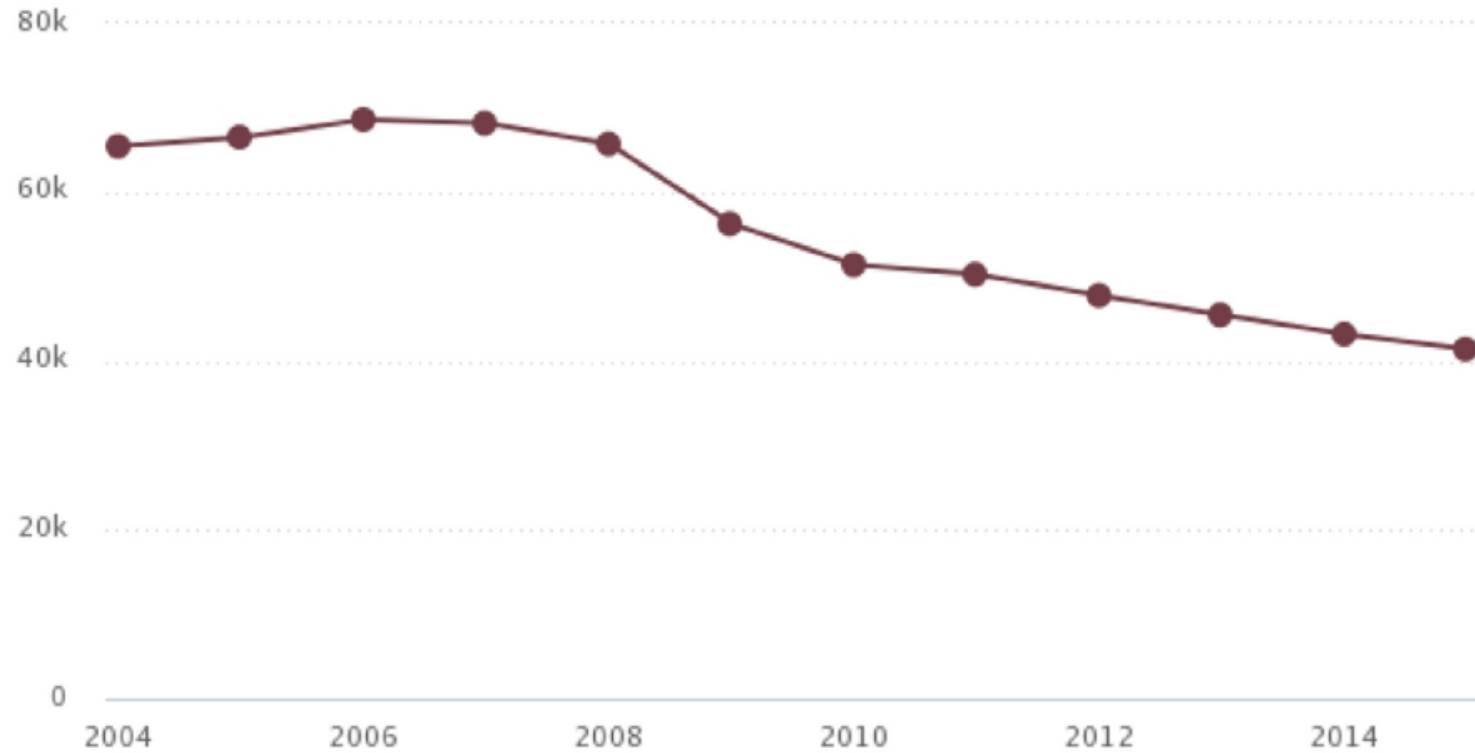


The estimated total U.S. daily newspaper circulation (print and digital combined) in 2016 was 35 million for weekday and 38 million for Sunday, both of which fell 8% over the previous year. Declines were highest in print circulation: Weekday print circulation decreased 10% and Sunday circulation decreased 9%.

PEW RESEARCH CENTER

Newspaper newsroom employment

Total number of newsroom employees at U.S. newspapers



According to data from the Bureau of Labor Statistics' Occupational Employment Statistics (OES), in 2015 (the last year available) 41,400 people worked as reporters or editors in the newspaper industry, down 4% from 2014 and 37% from 2004.

PEW RESEARCH CENTER

LOCAL NEWS

RIVERSIDE: Press-Enterprise building to be sold to county for \$30M



The Press-Enterprise building in Riverside on Monday, April 29, 2013. A.H. Belo Corp. has agreed in principle to sell the five-story building housing The Press-Enterprise to Riverside County for approximately \$30 million

3 Fatigue-Causing Foods - Never eat these 3 foods

Boost your energy level every day by never eating these 3 foods

haveenergyatanyage.com



BUSINESS

Redlands Daily Facts to move downtown



By [KRISTINA HERNANDEZ](#) | khernandez@scng.com | Redlands Daily Facts
February 14, 2015 at 2:31 am



REDLANDS >> The Redlands Daily Facts is moving to downtown.

The Los Angeles News Group has signed a lease for 19 E. Citrus Ave., Suite 102, that will house the Facts and its daily operations. The office will sit next door to a la Minute and near City Hall and the Police Annex.

"The criteria were that the new spot had to be downtown in the heart of the community, inviting to foot traffic, ground level," said Facts Editor Toni Momberger.

The space became available as news executives were seeking a new office space after the [Redlands Historical Museum Association purchased the existing Facts property](#) – built in 1956 – in October for \$1.275 million. The building will be converted into a museum and will house artifacts that reflect the city's 126-year history, the organization said. The purchase ended the association's 15-year search for a facility.

The Facts is expected to move into its new space within 90 days, said Frank Pine, supervising editor of LANG's Inland Empire publications, which include the Facts.



ADVERTISING SECTIONS

Daily Bulletin moving to Rancho Cucamonga after 30 years in Ontario



By NEIL NISPEROS | nnisperos@scng.com | Daily Bulletin
October 14, 2015 at 8:11 pm



ONTARIO >> After 30 years in Ontario, the Inland Valley Daily Bulletin is moving, though not far.

The Bulletin's new offices, opening Monday, will be a few blocks away, on Archibald Avenue, just north of Fourth Street, in Rancho Cucamonga.

"We'll miss Ontario dearly, but we're not going far," said Frank Pine, supervising editor of the Daily Bulletin. "Our new space is a better fit for our organization, and we're still in a great location — close to the Ontario Mills, right up the street from the airport and right on the border of Rancho and Ontario."

Workers have been busy this week putting the finishing touches on the new 14,000-square-foot office, located at 9616 Archibald Ave., Suite 100.

Jim Maurer, general manager and vice president of advertising, said the new office will provide a more vibrant feel for employees and guests alike.

"(The old building) is just too big for our current staffing level," Maurer said. "We thought it would be nice to get everything together in something that was a little bit more new and modern."



BUSINESS

Sun offices will move to Vanir Tower in downtown San Bernardino



By RYAN HAGEN | rhagen@scng.com | San Bernardino Sun
October 9, 2012 at 12:00 am



SAN BERNARDINO – The Sun will move its offices back to downtown in November.

Reporters will be working out of the first floor of Vanir Tower, next to City Hall on D Street, said Jack Klunder, president and publisher of the Los Angeles News Group.

The group runs The Sun and eight other daily newspapers in Southern California, including the Inland Valley Daily Bulletin.

“With City Hall, the county office buildings and other things centered there, it’ll make it easier not only for the newsroom to cover everything but also for the community to reach us,” Klunder said Tuesday, the day officials signed an agreement for the office space. “I think it’s important for us to be seen downtown with all the things going on with local government.”

The building will also include an area for the community, designed to encourage interaction.

“We’re going to build out a community workshop in that facility so people can step in and work side by side with the newsroom on various things,” Klunder said. “People can step into the building and have computer access, and they can meet with reporters.”

The move comes two months after The Sun stopped printing The Sun, Daily Bulletin and Redlands Daily Facts at its location near Hallmark Parkway and University Parkway in north San Bernardino.

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SPONSORED CONTENT

HOW DO WE RESPOND?

- Be our own news agency
- Use video
- Use social media
- Think like journalists
- Produce media friendly content

HOW WE TELL OUR STORIES



SOCIAL MEDIA

- Facebook
- Twitter
- Instagram
- Pinterest
- YouTube

You  Tube



HOW WE TELL OUR STORIES

 **SB COUNTY HS** @SBCOUNTYHS · 10 Nov 2015

We are celebrating the adoptions of nearly 100 #children at our #Adoption Finalization Ceremony!





 **SB COUNTY HS** @SBCOUNTYHS · 26 Feb 2016

#BeAHero to our children in foster like Joanna by becoming a mentor or #foster or adoptive parent. #adoption



Joanna

SAN BERNARDINO COUNTY HEART GALLERY

BE A HERO

MENTOR. FOSTER. ADOPT. LOVE.

 Children and Family Services

HOW WE TELL OUR STORIES

 **SB COUNTY HS** @SBCOUNTYHS · Feb 13
Shine-a-Light on Child Abuse Prevention Awards nomination deadline is 5 p.m. Wed., Feb. 15. Nomination forms @ hs.sbcounty.gov/CN.





**2017 SHINE-A-LIGHT
ON CHILD ABUSE PREVENTION AWARDS**

NOMINATION DEADLINE EXTENDED TO
5 P.M. WEDNESDAY, FEB. 15, 2017



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 **SB COUNTY HS** @SBCOUNTYHS · 12 May 2016
Thanks to our kinship caregivers of our San Bernardino County #foster youth. #CBSLA #NBC4YOU #ABC7Eyewitness



**"You've chosen to give them love.
You've chosen to give them a sense of belonging.
For that we say thank you."
CFS Assistant Director Jonathan Byers**

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HOW WE TELL OUR STORIES

 **SB COUNTY HS** @SBCOUNTYHS · Mar 24
#Colton's ARMC will host FREE Tax Prep/e-Filing for those who earned \$55,000 or less in 2016! Call 909-347-1255 OR 760-552-6176 #EITC



FREE TAX PREPARATION & E-FILING


MARCH 23, 2017; MARCH 30, 2017
2:30 P.M. TO 8 P.M.
HS.SBCOUNTY.GOV/VITA

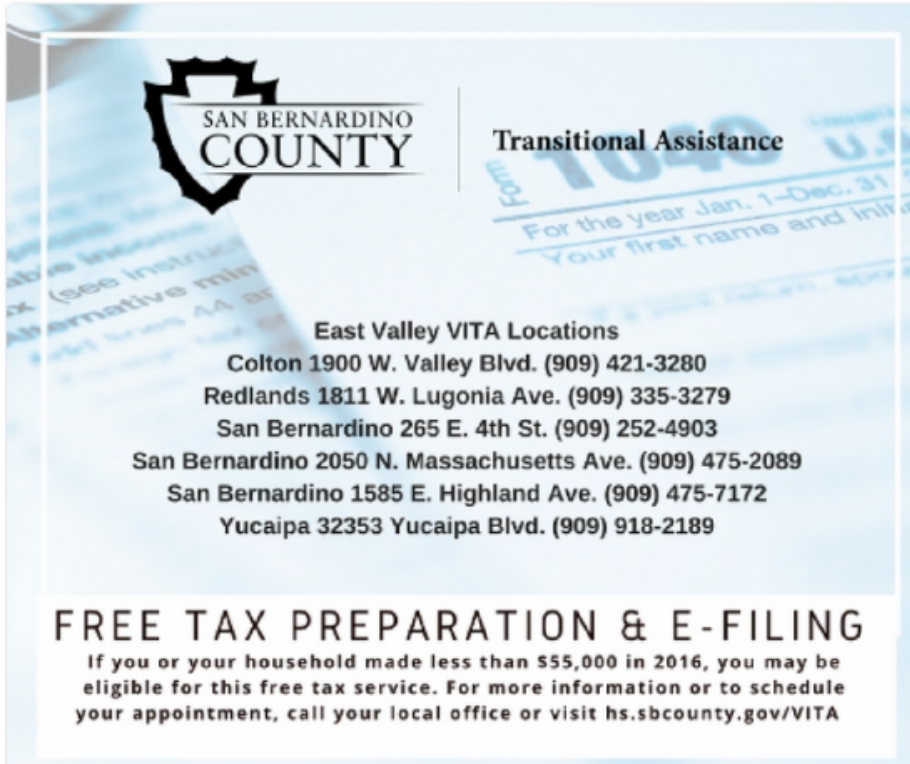
 SAN BERNARDINO COUNTY
Transitional Assistance


ARROWHEAD REGIONAL MEDICAL CENTER (ARMC) 400 N. PEPPER AVE COLTON, 92324
FOR AN APPOINTMENT CALL: 909-347-1255 OR 760-552-6176
IF YOU, OR YOUR HOUSEHOLD, MADE LESS THAN \$55,000 IN 2016 YOU MAY QUALIFY



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 **SB COUNTY HS** @SBCOUNTYHS · May 12
Visit East Valley VITA Locations at our #Colton, #Redlands, #San Bernardino or #Yucaipa TAD offices. Contact your local office #EITC



 SAN BERNARDINO COUNTY
Transitional Assistance

East Valley VITA Locations

- Colton 1900 W. Valley Blvd. (909) 421-3280
- Redlands 1811 W. Lugonia Ave. (909) 335-3279
- San Bernardino 265 E. 4th St. (909) 252-4903
- San Bernardino 2050 N. Massachusetts Ave. (909) 475-2089
- San Bernardino 1585 E. Highland Ave. (909) 475-7172
- Yucaipa 32353 Yucaipa Blvd. (909) 918-2189

FREE TAX PREPARATION & E-FILING

If you or your household made less than \$55,000 in 2016, you may be eligible for this free tax service. For more information or to schedule your appointment, call your local office or visit hs.sbcounty.gov/VITA

HOW WE TELL OUR STORIES

 **SB COUNTY HS** @SBCOUNTYHS · Mar 3

Job Opportunity: Director of Aging & Adult Services. Candidates are encouraged to apply as soon as possible. agency.governmentjobs.com/sanbernardino/...



CHOICE. INDEPENDENCE. QUALITY OF LIFE.
**MAKING A DIFFERENCE,
ONE LIFE AT A TIME.**

 Aging and Adult Services

 **SB COUNTY HS** @SBCOUNTYHS · Apr 24

Head Start / Early Head Start State Preschool NOW ENROLLING children ages 0-5. Free to eligible families.
More info: ow.ly/Ncua309em72



 Preschool Services

NOW ENROLLING!
Head Start/Early Head Start
State Preschool

PRESCHOOL SERVICES DEPARTMENT · WWW.SBCOUNTY.GOV/PSD
CALL (888) KIDS-025 OR (888) 543-7025

4 4



OUR STORYTELLING TOOLS



OUR STORYTELLING TOOLS

APPLICATIONS (GRAPHICS)

Canva (free)

Adobe Spark (\$99.99 yr)

APPLICATIONS (VIDEO)

Biteable (\$99 yr)

Adobe Spark (\$99.99 yr)

iMovie (free)

DON'T LEAVE HOME WITHOUT IT BAG



OUR STORYTELLING TOOLS

EQUIPMENT

Laptop/computer (need wifi)

Mobile internet device (iPhone)

Smartphone microphone

DSLR card reader

Flash Drive for phone

Tripod/mount for phone

Extra battery pack

OUR STORIES



Our most valuable assets are those dedicated to improving the quality of life of our residents- each of whom have a story to tell.

#TheBestStoriesComeFromWithin

PATRICIA

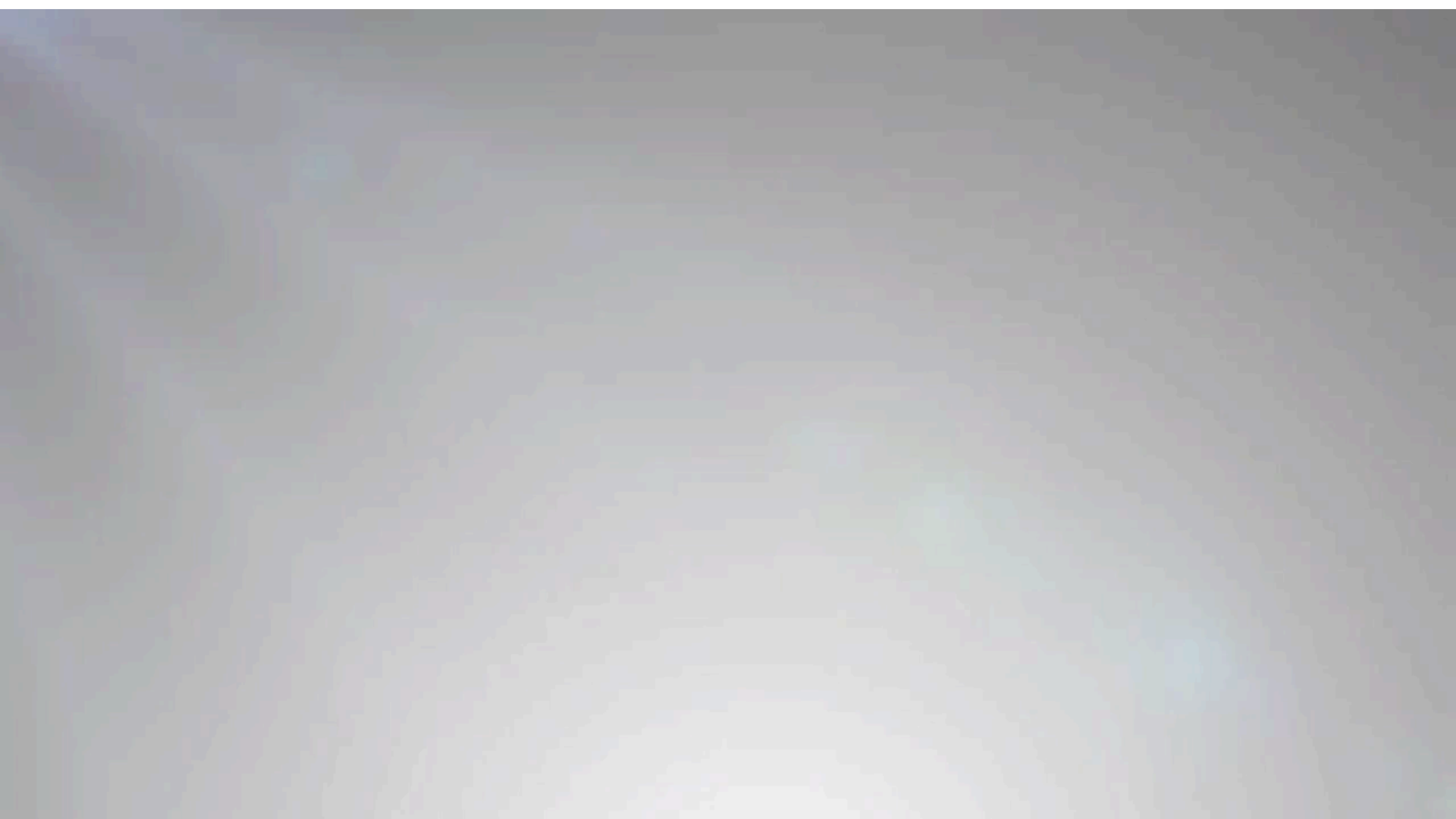


*If you want a story to be told,
you will need to become
its journalist, editor,
photographer, videographer,
and publisher.*

#TellYourOwnStory

INFINITY RING





PARENT PARTNERS



Entertainment



**OCTOBER 29-30
DOWNTOWN L.A.**

BUY TICKETS NOW

EWpopfest.com/LA



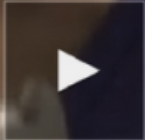
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CAMILLE



SAN BERNARDINO COUNTY



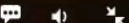
#abc7eyewitness 6:28 73°



#abc7eyewitness 6:28 73°

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BE A HERO



BE A HERO



BE A HERO



BE A HERO



WE'LL BE RIGHT BACK



26:07 / 26:22



Share



EMBED

BE A HERO



BE A HERO



BE A HERO



NEXT STEPS



NEXT STEPS

- **Develop social media plan**
- **Develop media/communications plan**
- **Send staff for training**
- **Get subscriptions to web based apps**
- **Purchase equipment for staff**

RESOURCES FOR STAFF

California Association of Public Information Officials

www.capio.org

Annual Conference April 9 - 12, 2018

Santa Rosa



Public Relations Society of America

www.prsa.org

California Specialized Training Institute

www.caloes.ca.gov/cal-oes-divisions/california-specialized-training-institute

THANK YOU

Please contact me with any questions you may have:

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EMAIL **CLLopez@hss.sbcounty.gov**

LINKEDIN **www.linkedin.com/in/lopezcl**