

Cracking the Media Code

How to Tell Your Story

How to Sell Your Story

**ACHIEVING THE
CALIFORNIA
DREAM**



CWDA

Advancing Human Services
for the Welfare of *All* Californians

2018 ANNUAL CONFERENCE
Anaheim Marriott | October 10-12

CONTRA COSTA COUNTY



EMPLOYMENT & HUMAN SERVICES

Alan Wang Community Relations Specialist



Tish Gallegos Community Relations Manager



The State of Journalism

Back in the Day



San Francisco Chronicle

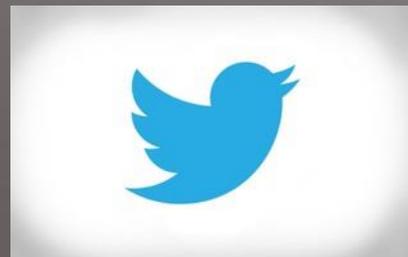
San Jose Mercury News

Oakland Tribune

Cable TV



Digital and Social Media



Overwhelmed Reporters

CONTRA COSTA COUNTY

EMPLOYMENT & HUMAN SERVICES





The Story Kit

- Current Event (Peg)
- 5 W's
- Face
- Message
- Data/Facts

The Electronic Press Release

CONTRA COSTA COUNTY

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FOR IMMEDIATE RELEASE:

New Foster Care Reform Spurs Desperate Search for Resource Families

***Change the Life of a Child* Campaign Encourages Contra
Costa County Families to Open their Hearts and Homes**

**Video Attachment: [https://www.youtube.com/watch?v=-
VRiz3h-J8g](https://www.youtube.com/watch?v=-VRiz3h-J8g)**

**Courtesy: Contra Costa County Children & Family Services
(CFS)**

MARTINEZ, Calif. (March 13, 2017) – Katy and Ron Cisco exemplify caring and committed foster parents, the type the state is looking to recruit. “Many say that fostering changes the life of a child,” says Katy Cisco who, with her husband, united and adopted two siblings. “But we can definitely say it has changed our lives too.” This holiday season the Ciscos will be



New Law Set To End Group Homes As Foster Care Option

News > Bay Area News

VIDEO: Contra Costa County officials working to phase out group homes for foster children

By Lydia Pantazes
Published: December 23, 2016, 9:26 pm Updated: December 23, 2016, 10:19 pm

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NEW AT 10

AIDA AMEZAGA
CONTRA COSTA COUNTY CHILDREN FAMILY SERVICES SUPERVISOR

[@KTVU](#)

Timing is Key



Dig For It!



Click Here

Media Contact:
Alan Wang
(925) 768-2877 cell

Tish Gallegos
925-433-1266 cell

awang@ehsd.cccounty.us

tgallegos@ehsd.cccounty.us

FOR IMMEDIATE RELEASE:

\$3.4 Million Early Childcare Grant **Bittersweet for Contra Costa County**

**2,000 More Children Still Awaiting Early Childcare
Subsidies**

MARTINEZ, Calif. (March 27, 2017) – Some much needed

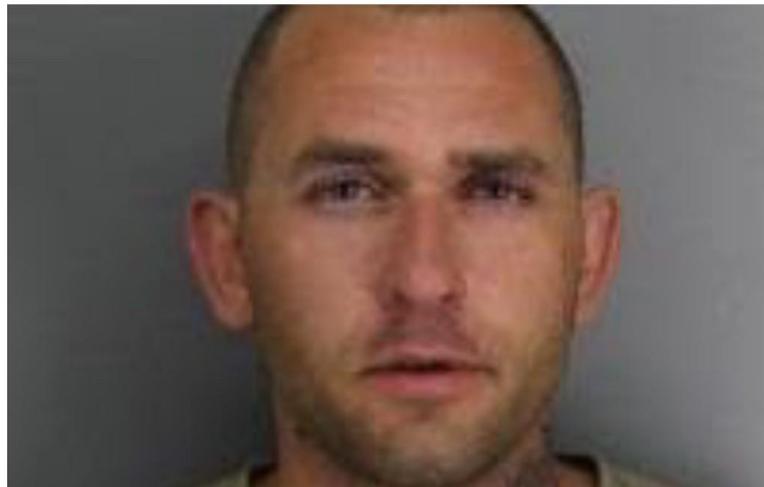
Adding Depth

My Word: Must continue to battle the horrors of domestic abuse

Devorah Levine

May 11, 2017 at 9:00 am

Commentary, Letters to the Editor, Opinion



EBT East Bay Times

The Piggy Back



The Quickie

CONTRA COSTA COUNTY

EMPLOYMENT & HUMAN SERVICES



RON LOWE
EAST BAY STAND DOWN EXECUTIVE DIRECTOR

[@NBCBAYAREA](#)

9:11 63°

SANTA ROSA
NOW



NBC 
BAY AREA

Unpolished = More Personal



Thu 9/13/2018 12:53 PM

Alan Wang

Story Ideas for today

To 'kcbsnewsdesk@cbs.com'

Archive 9/13/2019



Got some good stories for you!

A growing number of homeless and at-risk female military veterans are being helped at the **East Bay Stand Down** going on now thru Sunday (**Sept.13-16**) at the **Pleasanton Fairground** release. Below are several stories within the story.

→ **Homeless and at-risk female military vets** are coming to the East Bay Stand Down with children in tow. They will be housed in a separate camp and will receive services for their children. This is a story that deserves some attention.

→ **Larry Wallace DDS created a system on which dentures can be made in a very short time.** <http://larelldentures.com/index.php?p=about>
He plans to take it to Stand Downs across the Country and provide dentures for Veterans who would never have dreamed that they could have teeth again, let alone look good in the first. Everything is DONATED. Another dentist will create the dentures at the Camp and the Veteran will walk out of the dental area with a full set of beautiful teeth.

→ **Equine Therapy For Vets**

Cultivate Media Relationships



Media Lures





innovation



Animal Stories



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