Cracking the Media Code
How to Tell Your Story
How to Sell Your Story
Tish Gallegos
Community Relations Manager
The State of Journalism
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- BuzzFeed
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- Patch
- Twitter
- Facebook
Overwhelmed Reporters
The Story Kit

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

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
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

New Law Set To End Group Homes As Foster Care Option
Timing is Key
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 financial assistance is on the way for families. The California Department of Education (CDE) announced funding of $3.4 million for the Early Care and Education (ECE) Virtual Office to meet the ever growing demand for early child care subsidies.

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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
The Piggy Back

The Atlantic

LOLA WAS 10 WHEN MY GRANDFATHER GAVE HER TO MY MOTHER AS A GIFT. WE BROUGHT HER TO AMERICA. FOR 46 YEARS, SHE TOILED IN OUR HOME.

MY FAMILY'S SLAVE

BY ALEX TIZON
The Quickie
Unpolished = More Personal

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.

**Larry Wallace DDS** created a system on which dentures can be made in a very short time. [http://larelldentures.com/index.php?p=about](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**
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