

A landscape of rolling hills under a dramatic, cloudy sky. In the foreground, a fire is burning through tall, golden-brown grass, with thick black smoke rising from it. The hills in the background are covered in similar vegetation, and the overall scene is lit with a warm, golden light, suggesting late afternoon or early morning.

So You Drew the Short Straw...

Let's make it easier for everyone

What's the Medium?

A landscape photograph showing a wide, golden field in the foreground, a stream or path winding through it, and rolling hills in the background under a cloudy sky. The lighting is warm, suggesting late afternoon or early morning.

- Print/Online
 - Easier to get them what they need – can pull from statement, radio, bad cell
 - Can recreate a scene
 - More real estate, which can be good for you
- Radio/Audio
 - Less real estate, but still the BEST
 - Need to BE there to get sound of scene.
 - Need good audio quality. Twitter statement or Inciweb ain't gonna cut it.
- TV/Video
 - Probably going to be reduced to a sound-bite
 - Need B-roll, you in-person
 - Lot more logistics to accommodate, sometimes.

What's the Journalist's Audience?

A photograph of a wildfire burning in a field of tall, golden-brown grass. The fire is a bright orange and yellow line moving across the field. In the background, there are rolling hills under a cloudy, overcast sky.

- Local
 - Want to know the specifics – who, where, why
 - How will it affect me?
 - Tough Questions
- Regional/National
 - More interested in the big numbers – size (compared to what?), speed, regional geography
 - What trends does this incident speak to? Why should I pay attention?
 - Climate change, drought, overgrown forests, late-season fatigue
- Niche/Partisan
 - Subject area expertise/interest
 - Wildfire Today, Bugle Magazine, Outdoors, Inside Climate
 - Trying to spin it
 - Daily Kos, Breitbart

A landscape photograph showing a wildfire in the foreground with bright orange and yellow flames. In the background, there are rolling hills under a dark, stormy sky with heavy, grey clouds. The overall scene is dramatic and ominous.

We're Not Perfect, But We're Not
Fake News (mostly)