BCHF Media Panel
“Getting The Word Out”
John MacFarlane, Greg Nesteroff & Mark Forsythe
Where to tell stories?

• Local & provincial newspapers

• Radio & television (Local stations, CBC, CTV, Global, CHEK, CKPG etc.)

• Your own organization’s web page, Facebook or Blog

• British Columbia History Magazine
What kinds of stories are media interested in?

- **Feature**: e.g. Acquisition of rare artifact with an interesting story, a member profile
- **News**: Specific issue (News has *impact, conflict, timeliness, currency*) e.g. New museum, stepping into public debate over funding
- **Current Affairs**: backgrounding a current issue (e.g. Trutch Street renaming)
- **Community Event**: train station or museum reopens for season, speaker events, public workshops
- Stories that we relate to: people doing something for a reason.
What **format** best suits your story?

Play to that medium’s strength.

- An **interview** with your expert on radio. Personal & immediate. (Open Line?)
- Strong **visual elements** for television. Tells your story more powerfully. (Not talking heads.)
- **Letter to the Editor.** Sharp commentary that grabs attention.
- Story for your web page, Blog, Instagram, Twitter. Images are powerful on the web.
- Develop a **column** for your local paper/news web page? (e.g. Sue Bryant, Surrey)
“There are no dull subjects. There are only dull writers. “
H.L. Mencken , US writer & editor

Cut to the chase.: be concise.
Be clearly organized
Have a focus or point (don’t cram too much in)
Easy to absorb: i.e. Conversational
Spark some emotion or reaction. Not just dry facts
Be accurate
Hold the audience. Why should they care? How does it affect them?
Contain significant details
Use plain English
Cultivate a relationship

With local newspaper editors
Radio program producers (CBC, CKNW, local stations)
People in media interested in BC history:

** Andrea Lister  andrea@bchistory.ca  
** John Mackie  Vancouver Sun  
 jmackie@postmedia.com or 604-605-2126  
** Richard Mackie  Ormsby Review  
 richardmackie@shaw.ca  (Nonfiction reviews)

** They all love story ideas!
PollutionTracker Sheds light on Contamination in Coastal B.C.

Vancouver, B.C. — Results and data from PollutionTracker — a coast-wide marine pollution monitoring program created by Ocean Wise — are now available to stakeholders and the general public. Ocean Wise researchers collected samples of mussels and nearshore ocean sediments from 55 coastal locations, and analyzed those samples at partnering laboratories. They found pollutants in all samples from coastal British Columbia, including widespread distribution of persistent contaminants such as PCBs, PBDEs and dioxins, and localized presence of some pharmaceuticals, current use pesticides, and other emerging contaminants.

PollutionTracker was funded by Fisheries and Oceans Canada, the Vancouver Fraser Port Authority, Prince Rupert Port Authority, the Capital Regional District, Metro Vancouver and the Tl'iluul-Wesoth Naiton; provided in-kind support by other First Nations and organizations; and includes the work of citizen scientists.

Media are invited to learn about some of the findings of the program to date, and for an introduction to the new PollutionTracker website.

MEDIA EVENT

What: An introduction to PollutionTracker, with information and context provided by Ocean Wise scientists.

Where: Vancouver Aquarium
Media to RSVP in advance and check in at AquaQuest reception (north entrance)

When: Wednesday, Feb. 7, 9:30 a.m.
Media check-in by 9:15 a.m.

Who: Dr. Peter Ross, vice-president of Research at Ocean Wise and executive director of the Coastal Ocean Research Institute
Kelsey Dellise, coordinator for PollutionTracker
Robin Silvester, president and chief executive officer at the Vancouver Fraser Port Authority

Please RSVP attendance to Deana Lancaster, deana.lancaster@ocean.org
CBC Radio: News and Current Affairs Broadcasts

CBC Vancouver
CBC Victoria
CBC Kelowna
CBC Kamloops
CBC Prince George
CBC Prince Rupert
Radio News Bureau in Nelson

The public broadcaster tells stories that are relevant, and that inform, engage and entertain Canadians. Consider taking provincial issues to B.C.-wide open line.
Use your own web page.

- Videos on restored buildings
- What’s New
- Community Stories
- Walking Tours
- Speaker Series
- Archival images
Go tell it on the radio

Community radio stations: Co-op and university radio stations.