

A landscape photograph showing a field of tall, dry grass. A fire is burning in the lower-left foreground, with bright orange and yellow flames and thick black smoke rising. The smoke drifts towards the left. In the background, there are rolling hills under a dark, cloudy sky. The overall color palette is dominated by the golden-brown of the grass and the dark tones of the smoke and sky.

So You Drew the Short Straw...

Let's make it easier for everyone

What's the Medium?

- 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?

- 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 featuring a wildfire in the foreground. Bright orange and yellow flames are visible, consuming dry grass and brush. The fire is situated on a slope that leads up to a vast, golden-brown field of tall grass. In the background, there are rolling hills under a dark, heavy, and stormy sky with grey clouds. The overall mood is dramatic and somber.

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