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For Immediate Release

Learn “What Makes News” for Business Success in JEDI Workshop

*Siskiyou Daily News Editor, Southern Siskiyou News Editor and PR Pros
Share Insights on Being Newsworthy*

Yreka, CA – “The key to cost-effective promotion is your ability to consistently focus attention on your business or non-profit over time with interesting information,” says Diane Strachan, Trainer for JEDI’s upcoming two-evening “*Getting Ink – Promotion Online and Off*” workshops. “Creating interesting information about your business is an art, and a skill that anyone can learn. Whether online or in print, TV, and radio, your business success balances on your ability to be cost-effective, creative, and competitive in being newsworthy and being talked about. My perspective is that everyone’s organization can be newsworthy!”

JEDI’s workshop is available to all businesses, non-profit organizations, and community leaders interested in building their confidence and exploring the ins and outs of working with the media for news stories locally, nationwide, and even globally. Strachan, who has generated over 1,500 stories for her clients over the past 25 years, (including story angles that have won reporters state and national awards) has invited two guest pros to also share their insights with workshop participants. Local Siskiyou Daily News Editor, Heather Dobbs, and PR pro and fundraiser Sonia Wright, Director of Institutional Advancement at COS, will answer questions and share practices on what works and what doesn’t when contacting the media to generate stories.

“We really value being able to partner with our community in creating interesting stories,” says Dobbs. “JEDI has created a great opportunity to help people understand what makes news. I will provide pointers on how to write a press release and bring samples of do’s and don’ts. We definitely appreciate press releases at the [paper], and it is helpful that Diane will be making this one of her priorities to learn in the workshop.”

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www.e-jedi.com



(530) 926-6670 phone
(530) 926-6676 fax



403 Berry Street
P.O. Box 1586
Mt. Shasta, Ca. 96067

2-2-2 Learn What Makes News in JEDI Workshop

Wright, with a degree in journalism and 29 successful years in public relations working for diverse organizations such as United Way, Roseburg Forest Products, and community colleges, says, "Consistency is key. Don't contact the media only when you want to promote your organization. We will share the secrets of how to build strong relationships in the workshop."

All workshop participants will be taught how to create story and online content ideas for their businesses and be given helpful tips to use right away. Workshop topics include; understanding deep marketing and public relations, how to identify, understand, and use the knowledge of your customer's needs and values in working with the media, and creating media outreach goals and a plan. A detailed regional media contact list is also a benefit of the workshop found in the handout "Getting Ink: Guide to Working with the Media Online and Off."

"The kinds of stories we are looking for at the paper," continued Dobbs, "are stories that are unique and appeal to large portions of our readers. Things we have not heard about before, new businesses and new services, partnerships between businesses and non-profit groups, and donation news are all interesting. A story idea could even be a celebration of something, or a success for your organization. We have a skeleton crew right now so well written press releases with unique ideas are appreciated. We sometimes get requests to run stories about something on sale, but that is not news. It will be good to share more detail about how to work together at the workshop."

"You won't want to miss this workshop," says JEDI's Executive Director, Nancy Swift. "We provide it once a year. Diane is renowned in her enthusiasm and the resources she pulls together to benefit participants. Participant evaluation comments include; 'Diane is an excellent speaker who inspires others to believe in themselves and their products. She's real.' And, 'Diane is so inspirational, my ideas start flowing just being in the same room with her.' JEDI invests in this workshop opportunity each year because we know it really helps business and organizations work with the media and market more effectively."

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3-3-3 Learn What Makes News in JEDI Workshop

To register for "Getting Ink: Promotion Online and Off", and for more information contact JEDI at 926-6670 or 888-926-6670.

This workshop will be **offered twice** and the dates are:
February 15 and 22nd **in Yreka**
March 15th and 22nd **in Weed**
5:30 to 8:30 pm.
Fees are 415, \$50 or \$100 depending on
whether you are a JEDI member or not.
Businesses, agencies, and nonprofits are welcome!

JEDI is a nationally recognized leader in economic development. The non-profit organization is dedicated to increasing the economic well-being of people and communities by translating people's business dreams and goals into measurable, long-term prosperity. For additional information about JEDI and other workshops and services visit the website at www.e-jedi.org

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Photos Attached:

Recommended Captions:

1. *Siskiyou Daily News Editor, Heather Dobbs, to share working with the media insights in JEDI's "Getting Ink: Promotion Online and Off" workshop.*

2. *COS Director of Institutional Advancement, Sonia Wright, will share 29 years of successful experience working with media in "Getting Ink: Promotion Online and Off".*