**NOT Your Father’s PR Writing: Aug. 15 session > Think Like a Reporter, Write Killer Bites**

How do we help overwhelmed reporters?

Think – is this a story a producer wants to run? That readers want to read?

One-sentence walkaway:

San Diego Humane Society is launching a veterinary program for the community, increasing access to affordable pet care in underserved neighborhoods.

What’s in it for me?

Focus on the impact

P we want to write about is People.

What is the impact.

Include puppies!

Put the reader first.

Lead with the reader

Then the benefit to the reader

Write about get there faster.

**X (users) will now be able to Z (benefit) thanks to A (product or service)**

**X (users) who have been struggled with Y (problem) will now be able to Z (benefit) thanks to A (product or service)**

Pet owners can help their fur babies feel better, as San Diego Humane Society launches affordable veterinary care in underserved neighborhoods.

Spray and prey is the worst way to get coverage. Instead focus on what’s relevant to the reader/target audience.

Reader first

Lead with the benefits

Focus on the Impact vs the Event.