Media &Communication Guide

to teach
to serve
to learn

LAKE COUNTY OFFICE OF EDUCATION

TO TEACH. TO SERVE. TO LEARN.

TABLE OF CONTENTS

Every Lake County Office of Education employee is an ambassador for public education. This booklet was prepared to provide you with the information necessary to ensure consistency, uniformity, and professionalism in all our communications.*

If you need support in communicating with the media, parents, community members, students, co-workers, etc., you are invited to contact:

Shelly Mascari
smascari@lakecoe.org
707-262-4161

*Content includes excerpts from materials prepared by Mandy Feder and Elizabeth Larson to support the community in effectively utilizing local media outlets.
*Content includes excerpts from the Solano County Office of Education Communication Manual.

PUBLICATIONS AND PROOFING

LCOE LOGO AND LETTERHEAD
The LCOE logo and letterhead is available to download from our website, www.lakecoe.org, and click on "For Employees > Logos and Letterhead. You may also request the files to be emailed to you by contacting the Communication office. If you would like to use the logo in black and white, you can convert it using the picture tools in any of your word processing or desktop publishing programs.

Please begin utilizing the latest version of the LCOE letterhead (available 11-04-11). Uniform use of our logo and letterhead will support an image of professionalism in our communication efforts.

If your program utilizes its own logo, and you would like assistance in combining your logo with the LCOE logo on the website, business cards, or other communication tools, feel free to contact the Communication office.

PROOFING HINTS
Always have at least two additional staff read any publication (brochure, flyer, etc.) to help catch any typos and errors before submitting to media outlet or LCOE for distribution.

Common errors:
Watch cut off text when using desktop publishing programs — too much text for the text box.
Avoid using more than two fonts, as a rule in any flyers or documents — one font for a title, one font for body text.

After a document has been checked for spelling, grammar and punctuation, read it again from a reader's point of view.

- Check for completeness. Are questions addressed such as what, when, how and where?
- Check calendar to see if days and dates agree — Is October 5 really a Monday?
- Check to make sure the call back number is correct as well as other contact information.
- Look for consistency of formatting, style and spacing in the document.

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PUBLICATIONS AND PROOFING

Owed to a Spelling Checker*

Eye halve a spelling checker
It came with my pea see.
It plane lee marks four my revue
Miss steaks aye cannot sea.

Eye ran this poem threw it,
I'm sure your please two no.
Its vary polished inn it's weigh —
My checker tolled me sew.

To rite with care is quite a feet.
Of witch won shoed bee proud.
And wee mussed dew the best we can
Sew flaws are knot aloud.

And now bee cause my spelling
Is checked with such grate flare,
There are know faults with inn my cite,
Of nun eye am a wear.

Moral
The spell checker on your computer is a useful function — to a point. To be on the safe side, proofread your document yourself, and then have someone else read your work!

*Courtesy of Solano County Office of Education

MEDIA SUBMISSIONS

This booklet contains general guidelines for writing the most common types of media submissions.

To ensure effective and well-rounded communication with the media and with our communities, LCOE staff is encouraged (but not required) to route all news articles, through the LCOE Communication office. After writing your news article, forward to Shelly Mascari for submission (smascari@lakecoe.org). Basic press releases, and calendar information should be sent directly to the media contacts listed in SUBMISSION CONTACTS AND GUIDELINES FOR AREA PUBLICATIONS.

If you need assistance in the development of press releases or any other communication materials, you are also invited to contact the LCOE Communication office.

MEDIA SUBMISSIONS

Following proper formatting and style will help ensure your news is publicized. This section will highlight the various types of submissions, and appropriate style and guidelines to follow.

SUBMISSIONS

Press Release
200-400 words
Sent at least two weeks prior to an event

News Article— 3rd person
300-500 words

Editorial
500-700 words — 1st person

Letter to the Editor/Thank You Letter — 1st person
No more than 400 words

Stand Alone (short article with photograph)
No more than 100 words
No paragraph returns
Should be the basic 5 W's (what, where, why, when, who)

All submissions should follow the inverted pyramid style:
Most news stories are written in the "inverted pyramid" style. The key elements — who, what, when, where — are contained in the first or "lead" paragraph. Additional information follows with the least important facts at the end of the story.

The inverted pyramid style allows readers to grasp the most important facts first. If lack of space dictates, it also allows editors to drop the final paragraphs without damaging the story.
—*Structure of Newspaper, "Newspaper in Education"*

Essential Facts (who, what, where, when)

Additional details (why, how)
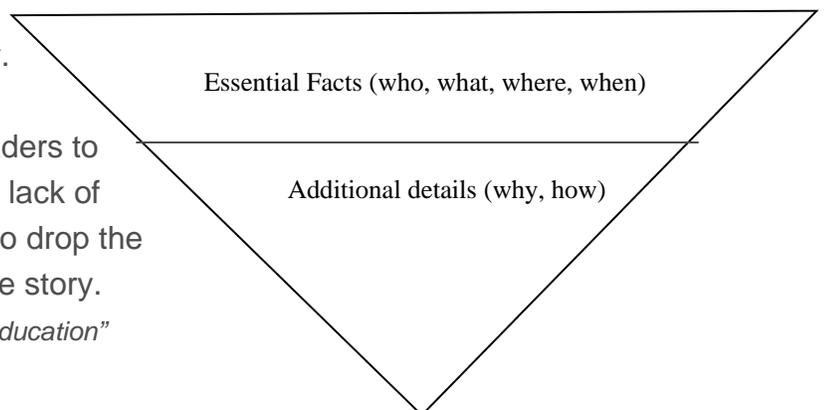
MEDIA SUBMISSIONS

WRITING GUIDELINES

- The writer of an article cannot quote themselves.
- Place the who, what, where, when, why and how in the first three sentences.
- Put contact information at the end of the article including website, telephone and email, if applicable.
- News articles may not contain I, we, our, or us, unless inside the body of a quote. It must all be written in the third person. It is not "our county", rather "the county."
- Dates should be the number only, i.e. July 28.
- Avoid heavy use of adjectives, it is considered editorializing. An example: "Everyone enjoyed a delicious dinner." It is subjective. Everyone may not have enjoyed the dinner, nor found it delicious.
- Nothing is unique — Unique is highly overused, and therefore, not unique.
- Everything is local — Be specific: i.e. Kelseyville, Lakeport, etc.
- There is no yesterday or tomorrow, only today. We do not use yesterday or tomorrow. If an event happens in this week, it is today, Monday, Tuesday, Wednesday, etc.
- Barbecue is always spelled out. It does not have a 'q' in it and it is not a BBQ.
- Do not use capitals, italics or bold for effect.
- Capitalize only proper names: Lake County, without Lake, it is "the county."
- Don't use exclamation points — they are the equivalent of an applause sign.
- Write in an active voice by avoiding the "to be" verb. This avoids clutter, as does editing out "have" and "has been."
- Delete the current year from news articles, as it is redundant to include. The year appears on the top of the newspaper, called the folio.
- Times should be written 10 to 11 a.m., 10 a.m. to 5 p.m., noon to midnight.
- Numbers: zero through nine are spelled out and 10 and above should appear as numerals. The exceptions:
  - Ages are always a numeral.
  - Numbers at the beginning of a sentence are spelled out.
  - Spell out casual expressions, i.e. "A thousand times, no!"
  - The word number followed by a numeral should read No. 1, No. 2...
  - First, second, third, etc. are spelled out, unless in military titles.
- Avoid clichés, like the plague!
- When quoting someone, say, "Jane Doe said." Not, "said, Jane Doe." You wouldn't say "said she." Stick to said. It is also considered editorializing to say, "Jane Doe said laughingly."

WRITING GUIDELINES CONTINUED

- Credit all statements with attributions. "According to Wally Holbrook, Lake County Superintendent of Schools,..." It is not appropriate to state, "according to experts." We must know who the experts are.
- When emailing an article, be sure to copy and paste it into the body of the email, in case attachments cannot be opened.
- Photos should be sent as attachments, jpeg, 300 dpi-plus.
- When sending a photo, identify people in the photo with full names, from left to right and back to front.
- When sending a photo, avoid "grip and grins" (handshake photos). Send candid shots if possible.
- Don't embed photos into a document.
- On first reference, use a person's entire name, "Joe Cool opened a restaurant on Main Street last week." On second reference, only use the last name. "Cool said the business is doing well."
- Do not use Mr., Mrs., Ms. or Miss.
- When referring to an organization, spell it out with parentheses on the first reference. Lake County Office of Education (LCOE). Put it in parentheses and on following references LCOE without parentheses.
- Be available. Often when a news story is submitted, questions arise just before publication. If directing your news releases through the Communication office, all media has access to private, evening, and day time numbers. If sending your news releases directly yourself, make sure you include all of this information, so they can contact you with questions. This can make the difference as to whether the article is printed.
- Avoid hitting the space bar twice after a sentence.
- Punctuation belongs inside quotes, "News writing is fun."
- Children are not "kids," they are infants, toddlers, teens, youth, girls and boys.
- Anyone older than 18 is considered a man or a woman, not a young lady, young man, or gentleman. Ages typically follow names, i.e., Joe Cool, 23, of Lakeport said...
- People do not pass away, they die.
- A group, band, or business is an "it", not "they." The Lake County Office of Education will hold a craft fair. The proceeds will benefit its child care programs.
- Editorial content is not advertising. The day of publication, if at all, cannot be guaranteed. Editing and any changes are decided inside of the editorial department.

MEDIA SUBMISSIONS

WRITING GUIDELINES CONTINUED

Byline (name of the author)
Contributing Writer
DATELINE — Opening paragraph introduces the "who," "what," "when," "where" and "why" of an event. Its purpose is to grab attention and usually consists of one or two sentences.

Subsequent sentences (and paragraphs) elaborate on the event. Necessary information should include any actions required in order for the reader to attend: an RSVP deadline for example.

Final paragraph contains contact information, which should typically include a complete name (first and last), telephone number and email address. A website can also be listed as a source of further information.

Editor's Note: A brief one-sentence biography explains the author's qualifications.

SUBMISSION CONTACTS AND GUIDELINES FOR AREA PUBLICATIONS

Clear Lake Observer-American

Physical Address: 14913 Lakeshore Drive, Clearlake

Mailing Address: P.O. Box 6200, Clearlake, CA 95422

Telephone:

- Main number: 707-994-6444
- Editor Cynthia Parkhill: 707-263-5636, Extension 39
- Reporter Denise Rockenstein: 707-994-6444, Extension 11(contact for reporter coverage at events)

Fax: 707-994-7749

Email: observeramerican@gmail.com or drockenstein@clearlakeobserver.com

Hidden Valley Times Star (Middletown Times Star)

Physical Address: 21248 Highway 175, Middletown

Mailing Address: P.O. Box 608, Middletown, CA 95461

Telephone: 707-987-3602

Fax: 707-987-3901

Email: timestar@gmail.com

Deadline: Once-a-month publication; deadline is 25th of each month for the following month's publication.

Guidelines: Submit PDF's, Word documents, or copy and paste content into body of email. Photos in JPG format only. No photos embedded in documents.

Lake County News

Website: www.lakeconews.com

Mailing Address: P.O. Box 305, Lakeport, CA 95453-0305

Telephone: 707-274-9904 (main office); 707-245-4550 (editor's cell)

Fax: 707-274-8650

Main email for submissions: editor@lakeconews.com

Guidelines: Submissions for all sections accepted on a rolling basis; calendar submissions may be input by registered users at:
 http://lakeconews.com/component/option.com_events/Itemid.29/
or submitted to the above address.

SUBMISSION CONTACTS AND GUIDELINES FOR AREA PUBLICATIONS

Lake County Record Bee

Website: www.record-bee.com

Physical address: 2150 S. Main Street, Lakeport

Mailing Address: P.O. Box 849, Lakeport, CA 95453-0849

Telephone:

- Main number: 707-263-5636
- News Editor Mandy Feder: 707-263-5636, extension 32
- Community Coordinator Robin Humphrey: 707-263-5636, extension 36
- Sports Editor Brian Sumpter: 707-263-5636, extension 35
- Focus Pages Editor Cynthia Parkhill: 707-263-5636, extension 39

Fax: 707-263-0600

Submission emails:

- Arts and entertainment: RbinFocus@gmail.com
- Community news: RBcommunitydesk@gmail.com
- Lifestyles and special sections: robin_cnc@hotmail.com
- Sports and outdoors: rbsports@aol.com
- Opinion/letters to the editor: letters@record-bee.com or mandyfeder@yahoo.com

Middletown Times Star

Physical Address: 21248 Highway 175, Middletown

Mailing Address: P.O. Box 608, Middletown, CA 95461

Telephone: 707-987-3602

Fax: 707-987-3901

Email: timestar@gmail.com

Deadline: Weekly publication. Deadline is noon on Monday for Friday's paper.

Guidelines: Submit PDF's, Word documents, or copy and paste content into body of email. Photos in JPG format only. No photos embedded in documents.

Penny Slaver

Physical address: 14913 Lakeshore Drive, Clearlake

Mailing address: P.O. Box 2530, Clearlake, CA 95422

Telephone: 707-994-6656

Fax: 707-994-7749

Email: pennyslaver@pacific.net or cshipley@pacific.net

Deadlines: The deadline for placing community event information is no later than 1 p.m. on Thursday for the following week's publication, no exceptions.

WEBSITE

User Access Descriptions:

General Users:
All website users have the following access:
- Read-only of all non-password-protected pages.
- Room Reservation Requests accessed from the calendar page.

Program Administrators:
Each department or program will identify at least one staff person responsible for maintaining the program pages.
All Program Administrators have the following access:
- Editing permission on all program pages, which includes:
    - Managing subpages
    - Managing document uploads
    - Managing links
    - Managing contact information
    - Managing all page text
    - Managing mastheads/logos
- Event additions/deletions in the LCOE Calendar

Reservation Administrator-Cheryl Graves (cherylg@lakecoe.org):
LCOE has one Reservation Administrator with the same access as Program Administrators plus approval of room reservation requests.

Site Administrators:
LCOE has two site administrators, with the ability to maintain the general areas of the site.
Shelly Mascari (smascari@lakecoe.org)
Blaze King (bking@lakecoe.org)
Site Administrator access includes, but is not limited to:
- Managing content of all general areas of site
- Access to all site pages
- Managing slideshow content
- Managing featured event and featured news content
- Adding and deleting user permissions

WEBSITE

Log In:

Username: First initial last name—(i.e., smascari)
Default Password: first name-login, all lower case (i.e., shelly-login)

After logging in using the default, you can change your username and password:
Site Administration > enter username and password
Click on Reveal Sidebar
Select My Account
Click on Username and Password in the left column
Follow instructions to change

Page Management/Edits:

From your program page:
Click on the admin button next to the page title.
Select Edit this Entry.

To edit body text, click anywhere in the text box, and edit text. To change appearance or formatting, utilize the standard word processing tools in the box.

To link specific text to another website:
Highlight the text
Select the icon of the globe with the chain link
Type or paste the website address into the box that says URL

To link specific text to a document (pdf, word, excel, powerpoint):
Highlight the text
Select the icon of the globe with the chain link
Click Browse Server
If you have previously uploaded the document, double click desired document
The document archive window will close, and the URL of the document will be in the URL window.
Click Okay.

WEBSITE

To upload a document, ensure that "file" is selected in the left file tree.
Select Browse Server
Locate document on your computer, and select Save.
Document will load into website archive
Double Click Document. The document archive window will close, and the URL of the document will be in the URL window.
Click Okay.

To insert a photograph:
Move your cursor to desired location for photo
Select the icon of the photo of the house
Click Browse Server
If you have previously uploaded the photo, double click desired document
The document archive window will close, and the URL of the document will be in the URL window.
Adjust the width of the photograph, and the length will automatically adjust to maintain proper photo dimension. When photo is desired size, click okay.
*All images used on our website must be royalty free stock photography.
*When using local photographs, departments are responsible for ensuring photo releases have been signed for all children pictured.

Contact Info:
Select the drop-down arrow next to Contact Info
Edit as desired.
To link an email address to a name (which will automatically format the text in the bold blue style):
Click on the icon of the globe with the chain link
Change file type from URL to Email
Type the desired email into the Email box
Click okay (leave message body and message text blank)

Masthead:
Select the drop-down arrow next to Masthead
Select Browse
Locate the image on your computer, and click Save.
Click okay
To edit or delete links, click in the box with the name or url, and edit or delete text.
*For assistance with proper image dimensions, contact smascari@lakecoe.org

WEBSITE

Links:
To include links to other websites in the left column of your program pages:
Select the drop-down arrow next to Links
Click the plus sign to add a link
Type the name of the website (i.e., Lake County Office of Education)
Type the URL of the website (i.e., www.lakecoe.org)
Click okay

Subpages:
To add subpages to your program pages:
Select the drop-down arrow next to Subpages
Click the plus sign to add a page
Type the name of the page as you would like it listed in the left column
Type a password if you would like it password protected. If not, leave that blank.
Type and edit text as described in Page Management/Edits

Documents:
To upload documents to be listed in the left column of your page:
Select the drop-down arrow next to Documents
Click Add Files
Select Upload Files
Locate document on your computer
Click Save
Document will be listed in list of document archives
Select desired document
Click Add Files

To remove documents:
Select document to be removed
Click Remove Files

To manage the folders your documents are organized within:
From the home page, click on the Admin button Select Edit Entries
In the top tab menu, select Add-Ons>Modules
Select Assets
Click arrow to expand Department Documents
Click the arrow to expand your department
Right click the folder name to rename, delete or add a new sub folder

Click on a sub folder to view the files in that folder, and drag them to other folders if desired.

WEBSITE

Room Reservation:
To reserve the Kesey Room or the Board Room:
From the home page, click Calendar in the right column
From any other page, click View Calendar in the right column
Go to the date you wish to reserve
Click on Room Reservations
Review the list of scheduled reservations and determine if your date and time is available.
If so, select room, and enter beginning and ending time of event
Click continue
Complete all text fields
Click submit
You will receive an email response that your reservation was approved. However, all LCOE employees will receive an automatic approval, so you don't need to wait for that email to move forward with planning your event or meeting.
*Please remember to add set-up and clean-up time to reservation if needed, other-wise, someone may reserve the room right up until the start of your meeting.

Event:
To enter an event on the calendar:
From the home page, click Calendar in the right column
From any other page, click View Calendar in the right column
Click Add New Calendar Event above the month name at the top of the Calendar
Enter name of event into designated field (ignore URL of event)
Enter date and starting and ending time of event into designated fields
If repeating event, click on the drop-down menu next to "Repeat" and enter accord-ingly.
Type description, add photographs, document links or website links as instructed under Page Management/Edits
Type Location of event into designated field
If this is a public event that you believe should be featured on the front page of the website, select Yes. If not, select No. *Note: Site Administrator may change featured event selection at their discretion.
If you want to utilize online registration, enter registration limit in designated field. If not, leave registration limit at 0
If you select online registration, you will receive an email each time someone registers for your event, with their name, email and phone number. You may wish to send a standard reservation confirmation email.
If you wish to delete a reservation, email cherylg@lakecoe.org.

WEBSITE

Program Administrator Responsibilities:

Each program/department is responsible for maintaining their pages. Please check your page weekly to ensure accuracy in dates, program descriptions, contact information, links, etc.

The website calendar will be utilized when planning company-wide events, scheduling special events and activities. The more content on the calendar the more effective it will be at preventing conflicts. Please update the calendar with program events at the same time you update your own schedule.

Please note that reserving a room does not automatically add the event to the viewable calendar. These are two separate activities.

If you have a suggestion for a slideshow promotion or featured news article, please contact smascari@lakecoe.org

If you encounter typos, misinformation, or any other errors on the website, please contact smascari@lakecoe.org.

If you have suggestions for improving site organization, adding to the portal links at the bottom of the home page, or any other ideas for making the site a better tool for community members, students and parents, as well as employees, please contact smascari@lakecoe.

The communication workgroup will also review site functionality and content on a regular basis to make upgrades and improvements.