



EASTERN MICHIGAN UNIVERSITY

Working with the EMU Division of Communications Media Relations Team

Contacts:

Name: Melissa Thrasher
Title: Executive Director of Media Relations and Social Media
Email: mthrashe@emich.edu
Direct phone number: 734.487.4401

Name: Brittany Mobley
Title: Senior Media Relations Specialist
Email: bmobley1@emich.edu
Direct phone number: 734.487.4402

What makes a news story?

There are four factors to consider when determining if something may be newsworthy:

1. Does it have an impact?
2. Is it new or innovative?
3. Is it part of an interesting trend?
4. Is there a compelling personal narrative associated with it? (This could also mean is it funny or moving?)

If you don't have one of these, it's usually a tougher sell as an interesting story that moves people.

Types of media opportunities:

Many different types of media opportunities exist. To name a few:

- **Expertise-based interviews:** Media opportunities that involve an expert speaking with a reporter on a given topic to be quoted in a news story or article (usually alongside other experts).
 - **Example:** Jeffrey Bernstein, a professor of political science at Eastern Michigan University interviewed with WXYZ Detroit as an expert source:
<https://www.wxyz.com/news/national-politics/america-votes/metro-detroit-voters-react-to-trump-picking-id-vance-as-running-mate>
- **Byline/opinion articles:** byline articles are informational articles that are published in a news publication with a given expert's name cited as the author.
 - **Example:** Dr. Samir Tout, Professor Of Cybersecurity At Eastern Michigan University spoke with Reader's Digest about "How often should you reboot your router?"
 - <https://www.rd.com/article/when-to-reboot-router/>



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- **TV/Radio segments:** Pre-recorded or live interviews on-air, in-studio, or on-site.
 - **Examples:**
 - <https://www.cbsnews.com/detroit/news/eastern-michigan-university-recruits-top-talent-for-esports-teams/>
 - <https://www.fox2detroit.com/news/eastern-michigan-student-food-pantry-needs-donations-as-demand-surges>
- **Feature stories:** Stories that involve speaking with an expert (or experts) on a given topic for an entire story focused on that topic.
 - **Examples:**
 - <https://apnews.com/article/industrial-fire-explosions-detroit-vaping-edb421320e26873bb7cae22bfdcbcb235>
 - <https://www.youtube.com/watch?v=YZT9b98vPi0>
- **Press release coverage:** In some cases, if the announcement is big enough, a press release may be drafted announcing the news. The release is then distributed to local media to be published as is (and posted to EMU Today!).
 - **Examples:**
 - <https://www.mlive.com/news/ann-arbor/2024/06/eastern-michigan-university-president-to-step-down-at-end-of-term.html>
 - <https://www.clickondetroit.com/all-about-ann-arbor/2024/07/04/eastern-michigan-university-becomes-first-american-university-to-welcome-refugee-students-for-fall-semester/>

What should you do if you think you have a newsworthy story?

All story ideas should be sent to Melissa Thrasher and Brittany Mobley at the emails listed above. Melissa and Morgan will determine the media value of the story and decide upon the best media strategy for it.

In some cases, the story will be primarily newsworthy for internal EMU purposes, in which case a story or press release would be written to be posted on EMU Today.

In other cases, the news may appeal to external media (external media could include publications within Ypsilanti, metro Detroit, Southeast Michigan, Michigan or even nationally). In those instances, our team will work with you to determine the best media strategy to pursue coverage.

Other opportunities:

- EMU Today:
 - The EMU Today website has several resources that can help generate awareness for your story or event, including an event calendar to which you can add your



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event, an announcement section, and more. Instructions on how to utilize these resources can be found on the [Tips Sheet](#).

- EMU College newsletters:
 - Some of the EMU colleges have their internal newsletters that serve as great ways to get the word out into our own EMU community. Check with your college leadership to see if your college has a newsletter and how you can submit content for consideration.