

USC Annenberg

School for Communication
and Journalism

Media Center Workshop: Entertainment Reporting

Agenda

- Onboarding
- Working with editors
- Newsworthiness
- Identifying sources
- Press release
- [EPK.tv](#)
- Courtesy
- Ethics (Conflicts of interest)
- Red carpet tips
- Tip Sheet



Photo by [Matheus Bertelli](#) from [Pexels](#)

A.C.E. Editors

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Onboarding

- Media Center sign up
- Slack
- Trello

Newsworthiness:

- Why is this story newsworthy/important?
- Is there an audience for this story?
- Who makes up this audience?
- How does this audience consume news?

Identifying Sources:

- Search online for industry newsmakers
- Talk to industry newsmakers
- Establish relationships with sources for information & access
- Maintain relationships with publicists

Entertainment Press Release:

****MEDIA ALERT****

WHAT: The National Hispanic Media Coalition (NHMC) hosts its annual Impact Awards Gala, recognizing talent and executives who advance equality and opportunities for the Latinx community in media and entertainment.

WHO: Top Latinx celebrities, execs, and allies from the world of film, TV, and beyond. ***Presenters, attendees expected to be announced*

Honorees

- **Jay Hernandez** (*Suicide Squad, Friday Night Lights, Magnum P.I.*) - Outstanding Television Performance Impact Award
- Lin Manuel-Miranda's *In The Heights* (Warner Bros. Chair and CEO Ann Sarnoff; cast) - Visionary Impact Award
- Freeform's *Party of Five* (Amy Lippman, EP; cast) - Outstanding Television Impact Award
- **Dany Garcia** (Founder, Chairwoman and CEO of The Garcia Companies/TGC Management – *Baywatch, Jumanji: The Next Level*) - Outstanding Film Producer Impact Award
- **Isabella Gomez** (*One Day At A Time*) - Outstanding Series Performance Impact Award
- Archie Comics CCO **Roberto Aguirre-Sacasa** (Showrunner for *Riverdale*) - Outstanding Executive Producer Impact Award
- Studio head **Ozzie Areu** of the first major Latino-owned media studio in the US (*Pitch Perfect 3, Tag, Scream*) - Trailblazer Impact Award

WHEN: Friday, Feb. 28, 5:00 - 9:00 PM

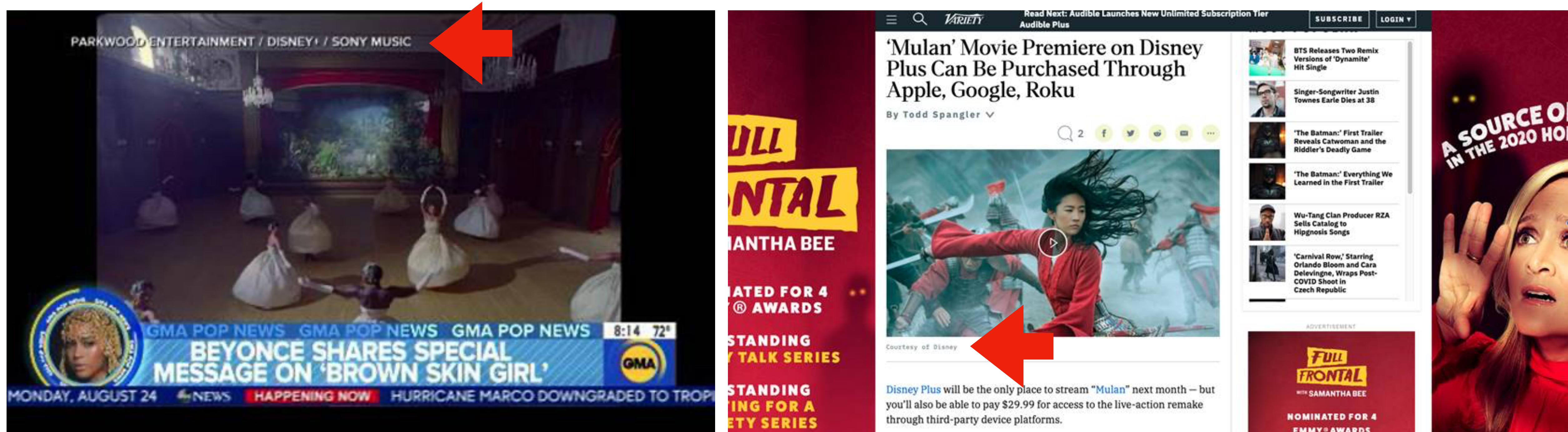
- 5:00 PM - Media Check-In
- 6:00 PM - Red Carpet
- 7:00 PM - Ceremony & Dinner
- 9:00 PM - VIP After Party

WHERE: The Beverly Wilshire Hotel
9500 Wilshire Blvd, Beverly Hills, CA 90212

RSVP: Request media credentials here: <http://bit.ly/31TQzba>

ABOUT: NHMC is a 34-year-old national media advocacy and social justice organization for the advancement of Latinos, working toward a media that is fair and inclusive to Latinos by building bridges, creating opportunities, resources, and connecting Latinx talent to the entertainment industry.

Courtesy:



Courtesy: Disney+

Red Carpet Tips:

- Be alert and proactive. Overcome your shyness. You may not get a good spot so always be ready to interview celebs.
- Improvise. You will be faced with unexpected situations.
- Make friends. Network with publicists and other journalists.
- Pack water/snacks and wear comfortable shoes.



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