

Writing about San Angelo for traditional publications and other media

Bruce R. Partain

President/CEO

San Angelo Chamber of Commerce

325-655-4136 bruce@sanangelo.org

I. Overview

- a. Writing about San Angelo for publications and other media
 - i. Traditional media – magazines, newspapers
 - ii. New media – blogs, social media

II. Mission / Motivation

- i. **Your motivation:** Begin with the end in mind – What is your goal?
 - 1. Writing for fun and fulfillment
 - 2. Writing for money
 - 3. Writing for trade/cost-cover
- ii. **Chamber's motivation**
 - 1. Get more well-written, illustrated stories about San Angelo in front of readers across the state, country, world
 - 2. Let others do the work (with some of our help!)

III. What I've done

- i. Jobs: Reporter-Telegram, Odessa American
- ii. Freelance: NY Times, Texas Monthly, Texas Highways, even SA Standard Times
 - 1. Notably – Citylife, Midland Chamber
- iii. Trade publications: Mostly energy: especially Hart Energy
- iv. Texas Highways (mainly photos)
 - 1. Pecos Cantaloupes story; Chamber connection
 - 2. Bob Wills, Turkey TX
 - 3. Quilting, Midland TX
 - 4. Commemorative Air Force, Midland
 - 5. Presidential Museum, Odessa

IV. What others have done - examples

- i. Linda Bond – jobs, freelance – all with professional reporting skill
 - 1. Most important skill; never, ever give up (keep digging, negotiating to get info)
 - 2. Writers Market – hardcopy; online
- ii. Bloggers visiting San Angelo
 - 1. Motivation appears to be a mixture of getting travel covered
 - 2. Likely some income due to number of followers
- iii. Beaumont writer – local magazine runs her stories, including San Angelo

- V. **Contacts – Starter list** (excel spreadsheet)
 - a. Discussion of specific media
- VI. **Topics – Suggestion**
 - a. General feature
 - b. Travel feature
 - c. Profile of an expert
 - d. News/update on an industry
 - i. Idea starters – local conferences
- VII. **Chamber/CVB Resources**
 - a. www.discoversanangelo.com
 - b. Photo library
 - c. Limited proofing assistance
- VIII. **Your website: portfolio and more**
 - a. www.wordpress.com
 - b. www.wix.com
 - c. <https://www.journoportfolio.com/> - specifically for writers, journalists
 - d. <https://www.clippings.me/> -- specifically for writers, journalists
 - e. www.squarespace.com
 - f. www.outbrain.com
- IX. **Your social media presence, strategy**
 - a. Pick one or two platforms – do it well. Facebook, Twitter, Instagram & more.
 - b. Blogging: See <https://rippedjeansandbifocals.com/> (See also, additional sheet, attached)
- X. **Organization and Interviewing tools**
 - a. Project Management: <https://trello.com/en-US>
 - b. Group meetings, interviewing multiple people, recording:
www.Freeconferencecall.com
 - c. Google Hangouts: <https://tools.google.com/dlpage/hangoutplugin>
 - d. Group meetings: www.gotomeeting.com
 - e. Group meetings: www.zoom.us
 - f. Setting up meetings: <https://doodle.com/>
 - g. Setting up meetings, interviews: <https://calendly.com/>
 - h. Transcription services
- XI. **Q&A**