

**Kayla Duket**  
**Media Relations Assignment**

Topic 1 - Affected enrollment by colleges that host high school events

- Students more likely to attend that school
- Interact with high schools
- Informal college tour
- Able to explore campus on their own
- Develop two creative ideas to generate local media interest and coverage. Select the strongest idea and develop the following materials based on that concept.

\*Topic 2 - High school students use of spam accounts on Instagram

- How does this impact their future
- What parents should know
- Why is this becoming a trend
- Do teens post too much personal information online

Newsworthy Components- Human interest, weird, newness, timing

*Topic 2* connects to local concerns because the conference took place in Oshkosh. Parents in the area will be interested in this story because it affects the safety of their children. Students are now posting more personal information online and are unaware of the dangers or future repercussions that go with these private accounts.

Covering this story will bring awareness for high school students that posting personal information online is not as private as they think. Many teenagers are not aware that their online actions can impact them in the future. Future employers could see these posts and it could be detrimental to the career that hasn't even been started yet.

## **Journalists**

1. Fox 11 Local News Print Journalist Monique Lopez (Online)

This reporter could cover this story because she covers many local Oshkosh stories, and has covered stories related to higher education as well as high school. I met Monique Lopez at Tony Evers Budget Proposal Tour in Oshkosh in April. Pitching this story to Lopez would be beneficial because I've already met her and she would be more likely to trust that the story is worthy to cover. I witnessed her interview the Oshkosh School District Superintendent Vickie Cartwright and upon further research I've discovered she's done multiple interviews with Cartwright to write stories.

With her relationship already being established with the superintendent, it's likely she has sources to interview to get more information about this topic.

## 2. We Are Green Bay Channel 5 News Tom Zalaski (Broadcast)

This reporter would be a great broadcast reporter to pitch this news release to. Zalaski has worked for We Are Green Bay News Channel 5 for 34 years and has a great interest in media relations. He conducts a program called "Leave 'em Speechless" for corporate businesses, where he teaches public speaking tips. Zalaski will see value in this story because he also has children and can relate to the parental aspect of the story. He would be the best broadcaster reporter to pitch this to because he will understand the purpose of the conference and will see it as a newsworthy story to cover on air.

### **Pitch**

Hi Monique!

It was so great to meet you last week at Tony Evers Budget Tour. I observed some great interview tips from you that I am now starting to use myself for reporting stories.

The UW Oshkosh Journalism Department hosts an annual NEWSPA Conference each spring for local high school students to attend and learn more about careers in the journalism field. This year's conference took place on April 10th in Reeve Union. During a session about social media habits, I learned that high school students are using a secondary "spam" Instagram accounts as a diary for only accepted users to see.

I think you will find this story newsworthy as it is a safety concern for parents whose children are posting personal information online. These teens could be damaging their own careers before they even begin. Parents should be aware of this trend and the consequences that could come with it.

Attached is an exclusive pre-release copy of the "spam account" news release. Please let me know if you are interested, I look forward to hearing from you.

Sincerely,

Kayla Duket

Uw Oshkosh Student Journalist

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## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

OSHKOSH, April 30, 2019 /PR Techniques 315/-- NEWSPA - High school students are creating secondary "spam" Instagram accounts to post exclusive content for only their close friends to see.

Teens are disclosing more personal information online and are unaware of the dangers of putting so much personal information online.

The UW Oshkosh journalism department held their annual NEWSPA Conference on April 12 where local high school students learned about careers in the field by attending seminars guided by journalism professionals.

Students in the social media session lead by admitted to having multiple Instagram accounts for different purposes, but spam accounts was among the most popular secondary profiles that students use to post personal private content.

The teens revealed they are using private Instagram profiles as a diary to post personal content only accepted followers can view.

Students could be damaging future career opportunities and reputation if the wrong people see what's posted on the account.

Parents are unaware of the secondary account and are unable to monitor what the child is posting on Instagram.

The rise of spam accounts branched off from the popularity of "finsta" accounts where teens post mostly inappropriate content that only their followers can see.

The NEWSPA Conference is held in Reeve Union at UW Oshkosh to help high school students enrolled in yearbook or newspaper writing classes learn more about the journalism field and career opportunities available. For more

information visit

<https://uwosh.edu/journalism/northeastern-wisconsin-scholastic-press-association-newspa/>

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## **Media Contacts**

1. Monique Lopez - [mclopez@sbgvtv.com](mailto:mclopez@sbgvtv.com)
2. Tom Zalaski - 1181 E Mason Street Green Bay, WI 54301

Follow up: After sending the two journalists my news release, I will follow up with them a week later to see if they received the pitch and have any further questions. I Couldn't find phone number contacts for the journalists online, so I would call the station and request the journalist I pitched the story to and ask them their thoughts about covering it.

## **Media Spokesperson: Taylor Radke**

Taylor would work as a great spokesperson for the media coverage of the NEWSPA Conference. She will provide a student's fresh perspective on the event and will be able to answer questions efficiently and advocate for the event in a way that high schoolers will be interested. Having a student act as the spokesperson will make high school students more comfortable with asking questions, or believing that NEWSPA is actually beneficial for them to go to. It's one thing for their parents and teachers to tell them to go to this conference, but it's another if a UWO journalism student is telling them about how awesome it is.

## **Talking Points**

- High school students are becoming too comfortable with what they post online
- They are unaware of the dangerous consequences that could come of posting personal information online
- Many parents are unaware their kids have these accounts and are unable to monitor them.
- Students could be damaging their future career opportunities if an employer were to find the account years down the road.

- Journalism students are especially looked at through a magnifying glass when it comes to their social media presence, students need to be aware of what they're posting.