Template for Writing a Great Blog Submission
For Bakersfield College Marketing and Public Relations

EVENT COVERAGE IS DUE FOR THE WEEKEND BLOG POST BY 3PM ON THURSDAY.
PLEASE EMAIL ALL SUBMISSIONS TO MONIKA.SCOTT@BAKERSFIELDCOLLEGE.EDU

• **Schedule Time to Write the Piece**
  
  *It is best if you can set aside 20-30 minutes within 48 hours of the event and it would be best if MPR could receive the write up and any photos within a week of the event date.*

• **Take Good Notes**
  
  *A great coverage piece starts with gathering data while at the event. This could be mental notes, but do not rely on just your memory to keep track of things that are important—such as names and spellings of specific names. You may not use all your notes, but the more detail you can gather, the more prepared you will be.*

• **Take Great Photos**
  
  *The importance of photographing your event is huge. In our digital and visual world, society does not take the time to accept marketing without photos. Whether it is scrolling through Facebook, reading a printed magazine, or enjoying Sonya’s blog, photos are important! Keep in mind that great photos can also be used for marketing your next event.*

  **Moments to Capture:**
  
  o Room set-up and filled with attendees or guests
  o Speakers, entertainment, award recipients, or anyone on stage
  o Guests socializing, photos showing emotion
  o Posed photos of groups (Dignitaries, Board Members, Faculty, Hosts, Committee Members, Volunteers, Administration, etc.)

• **Gather any Outside Materials**
  
  *Perhaps your department hosted a guest speaker, or maybe you attended a conference. Including background information, helps give the reader a more complete story. Try to include something that stands out to you about the significance is of the conference/person and a cool tidbit. For example, maybe the conference is in its 5th year and it’s the best one yet! Linking to the speaker’s website or the organization that hosts the conference is also a way the reader can learn more if they are interested.*

• **Things to Include in the Written Piece:**
  
  o Event Overview: likely harvested from your event announcement and includes the what, when, where details.
  o Number of Attendees, Highlight any special guests, memorable quotes, or describe a meaningful situation or occurrence.
## Sample Blog Draft

For Bakersfield College Marketing and Public Relations

<table>
<thead>
<tr>
<th>Opening includes Event date, attendees, and Event name.</th>
<th>It is always inspiring to see so many young people enthusiastically pursuing their interests and future career goals, and choosing to visit Bakersfield College. On Friday, April 29, over 200 students from local high schools packed the Indoor Theater for our annual Law Day Conference.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tidbit about prior to event.</td>
<td>Before the event, Brandon Stallings, a deputy District Attorney and representing the State Bar Board of Trustees, shared that our local rural communities suffer a real lack of attorneys, and that for our justice system to work we need dedicated students who are interested in a law career and want to stay local.</td>
</tr>
<tr>
<td>Thanking those who made the event possible. (This piece is fluid and can be at the end.)</td>
<td>To help inspire these young people and foster their career goals, local professionals were on hand to share stories and answer questions. Thank you to all attorneys and volunteers involved, especially Honorable Louie L. Vega, Adayinka Glover, Esq., Christian Zoller, Bethany Peak, Esq., Michael J Yraceburn, Esq., Honorable Steven M Katz, Esq., H.A. Sala, Esq., and Alekxia Torres-Stellings, Esq.</td>
</tr>
<tr>
<td>Highlight any special guests who make the event extra special.</td>
<td>We have great faculty and staff at Bakersfield College, like Manny Mourtzanos, our Dean of Instruction, who makes these events fun and captivating for our future students. While opening the program, Manny asked if anyone could recite the Miranda Rights by memory. Surprisingly, hands flew up and Eric Hogan from Bridges Academy was chosen to come up. Without hesitation, Eric was able to say aloud the entire Miranda Rights before a packed theater of fellow students – Well done, Eric.</td>
</tr>
<tr>
<td>Engaging tidbit, did you know?</td>
<td>In fact, did you know this year marks the 50th anniversary of the 1996 Miranda vs. Arizona ruling? It’s a great day when you can learn something new. And as time has gone by, the Miranda Rights have become an icon in pop culture, as seen in some of our favorite movies, but also as an integral part of American culture.</td>
</tr>
<tr>
<td>Closing includes why events like these are important and positive for our community and students.</td>
<td>Bakersfield College is selected by the State Bar of California to participate in the Community Colleges Pathway to Law School Initiative, which provides a transfer-pathway for students to one of at least six prestigious law schools in our state. But beyond that, the law program at BC is a rigorous path that is a true investment and will sharpen any student’s critical thinking, writing skills, and leadership qualities.</td>
</tr>
</tbody>
</table>

Include photos and IDs with your written piece:

![Photo1.jpg](Photo1.jpg) – (left to right)

Brandon Stallings, deputy District Attorney and representing the State Bar Board of Trustees, Sonya Christian, and Manny Mourtzanos.