

## WORKING MORE WITH LESS? IT CAN BE DONE!

Get Creative! Target locally owned businesses

- Call locally owned gas stations, restaurants, stores to possibly do live shots
- Go in person one day to meet owner and explain “Free advertising” to them
- During bad weather, call them to do phone interviews on the air about what it looks like on their side of town

There are ALWAYS public resources available

- Medical Examiner
- Hospitals (Ask for Nursing Supervisor for patient updates)
- County Jail
- City/County Magistrate where new arrests are booked
- Police substations
- Airport police

On scenes:

- Talk to neighbors standing around in their pajamas. They may have seen something
- Ask police to speak with a Sgt. Or Supervisor. Let them know you need basic information.
- Ask to speak to a Fire Battalion Chief on scene for information
- Look for things that make a boring story interesting. Ex: Is there a school nearby? Are people speeding in the area? Is there crime in this neighborhood?

Finally:

- Hand your business cards out at least 10 times a day!
- Include officers on scenes
- Employees anywhere in town who work the same shift you do
- Get cell phone numbers if you can (Do not abuse the number!)