

## VTV Outreach

We need to branch out of our standard network for stories. The reason why our stories lack passion is that we are only telling stories about Valencia High School. Yeah, we are learning about our students but we should talk about what is going on in our community. There is too much going on around Santa Clarita that more than 90% of Valencia students will not be aware of. We should chase these stories that the 10% know.

If you are confused as to who you are supposed to reach out to for information or opportunities, here is a list of contacts for us...

### Valencia High School:

#### [USE THE STAFF DIRECTORY](#)

- Important Contacts:
  - Principal
    - Pete Getz : [pgetz@hartdistrict.org](mailto:pgetz@hartdistrict.org)
  - Assistant Principal
    - Josh McDonald : [jmcdonald@hartdistrict.org](mailto:jmcdonald@hartdistrict.org)
    - Jannelle Olivier : [jolivier@hartdistrict.org](mailto:jolivier@hartdistrict.org)
    - Adam Barrios : [abarrios@hartdistrict.org](mailto:abarrios@hartdistrict.org)
    - David Miles : [dmiles@hartdistrict.org](mailto:dmiles@hartdistrict.org)
  - ASB
    - Joshua Benham : [jbenham@hartdistrict.org](mailto:jbenham@hartdistrict.org)
    - President: PENDING
  - Counseling (Information on college, classes, graduation, etc)
    - Travis Wiese : [twiese@hartdistrict.org](mailto:twiese@hartdistrict.org)
  - Library
    - Margo Butera : [mbutera@hartdistrict.org](mailto:mbutera@hartdistrict.org)
  - Sports
    - Contacts: PENDING

### SignalSCV:

If you do not know what SignalSCV is, they are a local news network focused on sharing stories around Santa Clarita. They have been running since 1919. The Signal claims they are a “thriving multimedia corporation offering some 280,000 residents a daily local newspaper, monthly and periodic topical magazines and the go-to website for local news and information.”

#### *Methods of Contact*

- [Contact Page](#)
- [Staff Page](#)
- If you are interested in applying for an internship at the Signal, you can apply [here](#).  
Chris Budman: [cbudman@signalscv.com](mailto:cbudman@signalscv.com)

- Chris Budman is the Vice President and head of Operations for the Signal. Reaching out to Budman to follow a story would be worth a shot.

**WhatsupSCV:** <https://whatsupscv.com/>

“What's Up SCV was started with one goal in mind ... to bring the community together and out of the house. We are committed to offering weekly entertainment to our SCV residents while promoting the best from our local businesses. Our vow is to keep the 'awesome' in awesome town.”

#### *Methods of Contact*

- DM on Instagram
- <https://whatsupscv.com/contact>
  - I am currently contacting them about getting a more personal contact for VTV

#### **Email sent to them:**

“Hello,

I hope you are having a wonderful day so far, I am a head producer at Valencia High School's VTV (Valencia Television) program. Personally, I have been following whatsupscv on Instagram for some time now and I must say that it is what holds the Santa Clarita community together. I was wondering if it was possible for Valencia Television to work with whatsupscv in reporting stories through a video medium. We currently have 22 students and a handful of them would be interested in pursuing stories in our local community.

I hope we can work together to report the stories around SCV.

Thank you.”

#### **What to Read for Stories:**

It is also very important for you to stay informed about the stories around Santa Clarita. You do not need a professional reporter to tell a story. If you see something that is reported, tell the story through a video medium. Film your interviews, film you BROLL, film your standup, and then edit. You need to chase your stories.

- LOCAL:
  - [WhatsUpSCV](#) on Instagram
  - [The Signal](#)
  - [KHTS](#)
- NATIONWIDE:
  - [World Economic Forum](#)
    - This one is more for intellectual curiosity. You won't really find political news, or current world issues, its an economic source but very important for what the future looks like.

## HOW TO DRAFT AN EMAIL:

Hi Rick,

Thank you for taking the time to send us your feature idea. I can see how this feature can be useful to some of our other customers too.

I am unable to give you a timeline on when this will be implemented in our product because we are currently building several higher priority items. I understand that this was not the answer you were expecting. But I assure you that I will do my best to get this idea into the next round of discussion.

Cheers,  
Gina

*Address the customer by their name*

*Thank the customer*

*Address the underlying emotion*

Dear Mr. Lee,

Thank you for taking the time to review my resume. I have recently graduated from University College, and I am currently looking for a position in the Huntington area.

I am interested in an entry-level role with ACME Global Accounting department, hoping to leverage my knowledge of corporate accounting and GAAP best practices to contribute to your operations. I have heard that ACME Global is a wonderful company to work for, and I hope that I can be considered for the team.

If you have questions regarding my credentials and qualifications, please feel free to call or email me at [reginald.applicant@gmail.com](mailto:reginald.applicant@gmail.com).

Again, thank you for reviewing my resume. I look forward to hearing from you in the near future.

Sincerely,