

Historian and Media Relations Programs

Hands That Serve, Hearts That Care

August 2022

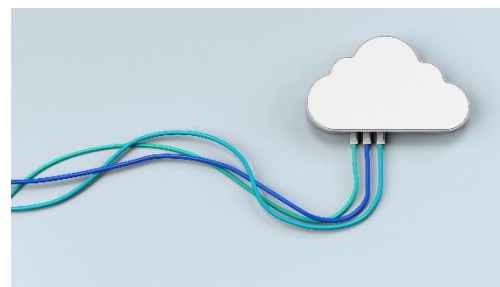
Volume 23, Issue 3

Best Ways to Store Media

- **Don't Rely on Storing Images on Memory Cards.**
- **Store Your Photos on External Hard Drives.**
- **Backup Your Photos on the Cloud.**
- **Save Your Photos as E-mail Attachments.**
- **Go Old School and Burn Your Photos to CD.**
- **Print Your Favorite Photos and Put Them on Display.**

Tips for Good Media

1. **Make a local connection.**
2. **Know the language - use "words that work."**
3. **Get to the point. The first sentence or two should answer the key questions of who, what, why, when, and where.**
4. **Use short, punchy sentences with active verbs.**
5. **Make sure spelling and grammar are 100 percent correct.**
6. **Time your distribution.**
7. **Learn what the reporter needs.**
8. **Write an interesting subject line.**



I-Cloud Storage

Cloud storage is a great option that is a low cost. With no physical storage devices, you do not have to worry about damage, loss, or failure of a device and your storage space can grow with your needs; however, there are some drawbacks to this service. The biggest drawback is the fact that you will need internet access to upload and access your photos.



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