

Getting the Media to Pay Attention

You have to think like a reporter. What WE think is news, is not always news to them.

Do:

- Keep it simple, stick to your talking points
- Create an agency press kit
- Send a thank you email or follow up with a call
- Build good media contacts (befriend a reporter)
- Compliment the reporter if they cover a story related to your cause
- Pay attention to local media (who are the "go to" people)
- Create effective press releases
- Create a public service announcement (:30 to : 60 sec)
- Be prepared for curve balls (even hecklers)
- Practice and pay attention to your appearance
- Stay professional and composed

Don't:

- Get discouraged, they will get something wrong
- Expect things "to go as planned"
- Use professional jargon or acronyms
- Get defensive or lose your cool
- Let inaccurate statements go unchallenged
- Go "off the record"
- Say "I don't know" too often

Tips:

- Be prepared - Leave a nice jacket or blazer in your car or office.
- Select an individual who will respond to all press inquiries.
- Respond quickly and respect deadlines. Be accessible.
- Don't get caught up in the statistics, give them an "ear worm." Key messages take being heard 7 times to sink in.
- Get on social media, keep it updated.
- Don't expect your interview to make the news.