



Tips for Working with the Media

Objective of Media Relations: to make something or somebody known.

The building blocks of Good Media Relations:

1. Develop target media (read, watch, and listen to identify local or area media)

- Newspapers
- Magazines
- Radio stations
- TV stations
- Wire services

2. Determine the best method to use to contact the media

- Press kit
- News release
- Media alert
- Public service announcement
- Story pitch
- Media tours/events
- Editorial

Press Kit

Provides background information

Contents: News release
Reports/research
Fact sheet on issue
Fact sheet on organization
Photos/graphics



News Release

Announcements

Essentials: Contact name and phone number at the top of the page
Release date
5 Ws in the first sentence or paragraph
(who, what, when, where and why)
One page news release is best
Put “-More-“ at bottom of page that continues
Put “-###-“ at the bottom of the last page – that’s the end
Use short sentences with active verbs
Ensure that grammar and spelling are 100% accurate
Have someone other than yourself proofread it, if possible

Media Alert

Invitation for media to attend/cover an event

Essentials: Limit to one page
Put “Media Alert” at the top
Contact name and phone numbers
List who, what, when, where, why, activities, background
List photo opportunities and interview opportunities
Send out 10 days in advance by mail; 3 to 4 days in advance
by fax or e-mail; or 1 to 2 days by phone

Public Service Announcement (typically for radio)

Deliver information that is a public service

Essentials: Contact name and phone numbers
30 seconds or 15 seconds long
List what, when, where, why, activities
Can have recorded in studio and delivered to media
Can have local radio personality record



Story Pitch

To sell a reporter on a story idea

Essentials: Appeal to the reporter's audience
Grab the reporter's attention
Often done with a phone call, but letter could work

Media Tour/Events

To show a reporter a story; very good for TV

Essentials: Be prepared with current information
Supply advance materials/confirmation letter
Anticipate questions and practice responses
Ensure speakers are prepared to be interviewed

Editorial

Express an opinion

Essentials: Length: 800 words or less
Must be of a local interest
Should be timely
Signed with name and organization
Include address and phone number

