STEP 3: IDENTIFY MEDIA CONTACTS

IDENTIFY MEDIA CONTACTS

- News Assignment Editors
- TV News Producers
- Features Editors
- Editorial Staff
- News Directors/Editors
- Health Reporters
- Education Reporters
- Local City/County Reporters
STEP 4: BEGIN OUTREACH

PHONE

- Plan what you are going to say. Write a script if it helps!
- Be friendly
- Explain who you are and who you are with
- Explain why you are contacting them
- Provide your contact information
EMAIL

✓ Choose a subject that catches their attention

✓ Explain the issue or topic

✓ Explain why it is important for their viewers, readers or listeners

✓ Direct them to where they can find additional information (if necessary)

✓ Provide your contact information

SOCIAL MEDIA

✓ Explain the issue or topic

✓ Be short and concise

✓ Direct them to where they can find additional information (if necessary)

✓ Offer to direct message them about more information

✓ Provide your contact information
KEY MESSAGES

KNOW YOUR AUDIENCE

You want to know...

• Who are they, and what do they expect?
• What information may be helpful for them?
• What is their opinion today?
• What do they already know?
• What appeals to them?
• Possible objections or concerns?

Remember: The media is not your audience!
CLEAR
CONCISE
COMPELLING

CLEAR
CONCISE
COMPELLING
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DIFFERENT TYPES OF MEDIA
TIPS FOR WRITTEN INTERVIEWS

• Know your publication and your reporter
• Set a time limit
• Amplify your key points
• Deliver your messages early – and often
• Avoid long-winded answers
• Speak at a conversational pace
TIPS FOR RADIO INTERVIEWS

• Know the format – Live or pre-recorded?

• Set the right tone – friendly, authoritative, conversational

• Deliver your three messages early

• On the phone, avoid mobile and speaker phones

• In the studio, get close to the microphone

TIPS FOR TV INTERVIEWS

• If live, arrive early and accept makeup if offered

• If taped, choose an appropriate setting and be conscious of your background

• If taped, speak in sound bytes

• Deliver short, concise answers

• Sit or stand straight

• Always assume the microphone is on

• Look at the reporter, not the camera

• Speak at a conversational pace
PREPARATION & INTERVIEW TECHNIQUES

FLAGGING  SETTING A HOOK  BRIDGING
A bridge is a phrase that takes you from the question asked back to your key message.

Q = A + 1

Listen to the question

Q = A + 1
BRIDGING

ADDRESS

Address the question

Don’t ignore what matters to the reporter

TRANSITION

Transition to your key message
BRIDGING EXAMPLES

Let me answer by telling you…

What you should know is…

While [x] is important, you should also remember [x]

SOCIAL MEDIA FOR SOCIAL ACTIVISM