

HOW TO INTERACT WITH THE MEDIA WHEN THEY COME TO YOUR NEIGHBORHOOD

Presented by: Building Stronger
Neighborhoods Committee



Utilizing Local Media

- The media can be your best ally to getting out the word for your neighborhood council.
- Spokane has many media outlets for a community our size: three TV news operations, a daily newspaper, and a weekly newspaper, as well as other print, on-line publications and news outlets. Take advantage of PSAs.
- Reporters and editors look for original, unique stories, with content!

Broadcasters Need:

- People willing to be interviewed, visuals, and a fast turnaround.
- Take advantage of new approaches/off times: Morning show interviews, Saturdays and Sundays, and radio options.
- Prepare your messages. Make your messages relevant to community issues/stories
- What information do you want to convey? What is *your* goal for the interview?
- Remember, the reporter is not your audience. Your citizens/businesses/visitors/customers are your audience. Rehearse. Anticipate their questions. And prepare answers.
- Be candid, and positive. Tell stories and have back-up facts.
- Bridge back to your message. This may be a quick reminder, a new program, or an important meeting that requires participation. Have information/contacts readily available and easily found.
- Be readily available for interviews/follow ups. Send thank-you and follow ups to news story - Invite media to your NC meeting/events and develop relationships – Be A Good Partner!

Elements of a Press Release

- Remember, reporters are bombarded with news releases. Give them a reason to pick up yours! Pick a compelling topic. Create an engaging message and get it in front of the audience you want to reach. Have a great headline. Write it in “journalism” style with the most important news at the top. That’s the “lead.”
- Keep in mind “who, what, when, where, why, how”
- Provide relevant, great quotes from appropriate individual(s)
- Include contact(s) name, phone and email / include name of NC and any branding (logo)
- Try to keep press release to 1 page // end with “###” or add “- more –” if additional pages are included
- If you’re successful, you will create buzz or interest in your program or project. Build additional audience for your future messages.

Inverted Pyramid Writing



Company Name

Company Slogan
Street Address
City, State 01234-0000
(000)000-0000
Email/web address

FOR IMMEDIATE RELEASE

TYPE HEADLINE HERE

Type sub-headline here

City, State (April 24, 2012) – [COMPANY], the makers of [SPECIFY], announced the promotion of [NAME] to [TITLE]. [HE/SHE] will be responsible for [SPECIFY FUNCTIONS].

"[NAME] has been a key part of our success, and we were thrilled to promote him to this important position," said [NAME], President of [COMPANY]. [NAME], [AGE], joined the company in [YEAR] as [TITLE] and quickly rose to several supervisory and management positions. "We plan to [SPECIFY] in the coming two years and we are confident that [NAME] will be an important asset to help our organization reach its goals," said Mr. [NAME].

[NAME] was the [TITLE] with [COMPANY] for [NUMBER] years, and before that [TITLE] for [COMPANY]. [NAME] earned a [DIPLOMA] from [UNIVERSITY] in [SPECIFY], graduating [HONORS]. He is a [PROFESSIONAL TITLE] and a member of the [PROFESSIONAL ASSOCIATION].

About [COMPANY]

Founded in [DATE], [COMPANY] is the maker of the popular [SPECIFY]. Its [PRODUCT/SERVICE] is known for [SPECIFY]. The company's mission is to [SPECIFY]. [COMPANY] currently serves over [NUMBER] customers in [SPECIFY REGION OR MARKET] and employs [NUMBER] people in the greater [CITY] area. It has won numerous awards for its [PRODUCT/SERVICE]. For more information about [COMPANY], visit its website at <http://www.company.com>.

[COMPANY] shares are listed on [SPECIFY EXCHANGE MARKET] under the "[SPECIFY TICKER]" symbol.

For more information please contact:

[NAME] / [TITLE]
[COMPANY]
Street Address
City, State 01234-0000

Phone: (800)985-2000
Fax: (800)985-2001
Email: name@company.com