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

Information they MUST have for your communication to be successful

Additional information that is helpful but not crucial

Be nice if they had it

They could stop reading at any time

Crucial info must go at the beginning
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