

Media CAN Be Your Friend

Getting YOUR news reported in newspapers, TV and radio

Mainstream Media is Under Pressure – Fewer Journalists and High Speed Deadlines. Media want good content without having to do a lot of time-consuming research.

- Local media want content that has a local flavour. A province-wide campaign will be relevant if there is a local aspect.
- They want personal experiences from members of the community that describe how their lives are affected. The story needs to be accurate and concise to get attention.
- If you have a story that could appeal, talk directly to the news outlet editor or manager. Email or phone. Be prepared if you make a phone call! Emphasize that the story is about a local person that the media outlet serves – be able to briefly explain why it would be important to publish.
- Provoke interest with a letter or phone call to the editor in response to a story they have printed or broadcast. If relevant, offer to provide information and/or a personal experience that could be used in the future.

News Release to Attract Media

- Send to media 2 or 3 days before the event (virtual or in-person) announcing the date, time, place and subject.
- Also include: name of the sponsoring organization, brief description of the subject and its importance, a pithy quote from one of the organizers, contact information for the person who can respond to media requests.

Media Contact YOU to Ask for an Interview

- If you are asked, you can agree or refuse. If you agree, your point of view has a chance of being included. Valuable!
- Ask the reporter what question(s) they have and think about points you want to make. Your responses will be edited so don't worry about perfection. You may be able to make 1 to 3 points. Be happy if your #1 response gets used!
- If you have a written statement on the interview topic, offer to give it to the interviewer so they can interview you from that page and also have it for reference later.
- TV outlets like to do interviews using a computer, which they manage with their software. If you have a computer with a camera and microphone, that should work. Urban reporters also will do a face to face interview, practising good physical distancing.

