TOP 5 WAYS TO WIN OVER THE MEDIA

1. Respect deadlines.
Reporters are up against brutal time constraints. They have very little time to conduct interviews, put together a story, and submit it to their editor for review. Always ask what they need from you, and get back to them as soon as possible.

2. Make them your top priority.
Never, ever blow off reporters. They help you get your story out there, attract new supporters, and recruit new volunteers. Plus, their coverage costs you nothing but time! Treat them as you would a major donor or funder. Give them your full attention.

3. Details matter.
Include everything they’ll need – date, time, location, etc. Offer to send them an email if you’re talking over the phone. Make it easy for them. On the other hand, don’t bog them down with lots of detail. They don’t need to know your whole life story. Just the facts, ma’am.

4. Be creative.
They’re constantly bombarded with requests for coverage. Entice them with a story that is different and captivating. If you’ve had the same event year after year, or the same program you’ve been running for a decade, find a new way to talk about it. Tell your story through a new lens. Find a client who is receiving your services to speak to them. Give them something visual to share with their viewers and readers. Share a little known fact about what you do every day. They will appreciate it.

5. Be nice.
They don’t have to do a story on you. There are dozens of other organizations out there who they can contact. They are reaching out to YOU. Thank them for it! They will return the favor when they’re in need of a story the next time.