

BUILDING MEDIA RELATIONSHIPS

Effective media relationships are built on the following:

1. Identity of every newspaper, community magazine, radio and television broadcast and cable station and community web site that reaches your community,
2. Names of editors and news directors with addresses, phone and fax numbers, email and other pertinent information,
3. Identity of the person or persons who screen incoming news releases and make the initial judgment on which items are worth reporting,
4. Knowledge of how and when news professionals want news provided to them and their deadlines,
5. A public relations person with some knowledge of the media.

Newsworthy Events

1. Activities that significantly impact the rest of the community,
2. Service activities such as helping a child to read, mentoring students, volunteering in nursing homes,
3. Fundraising efforts to pay for community services,
4. Special honors won by the unit or individual members,
5. Special honors won by the news media or individual members.

Television Considerations

Television reporters are usually on a tight schedule and are in a hurry. Answers to television questions should be concise and to the point. It is important to speak clearly and to keep eye contact with the reporter or camera.

Newsletters

For a template of a newsletter visit the TRTA web site www.trta.org and remember to post your newsletter on your web page.

Special Events

Most TRTA activities are newsworthy because they involve local people or have good "human interest" value. They are meant to motivate or entertain an audience.

Inaccurate/Unfavorable Publicity

In the event of inaccurate/unfavorable publicity, assist reporters in obtaining correct information.

Showing Appreciation

Newspapers and broadcasting stations give away thousands of dollars worth of free space or time to organizations like TRTA. Take a paid ad once in a while. It will build goodwill and say "thank you" in the best possible way.