

10 Tips for Gaining Media Access

A Tool to Help You Engage the Media

CHOOSE RESPECT

Tip 1. Develop Effective Media Relations

- Know whom to contact
- Localize the issues and provide newsworthy story ideas
- Build a reputation as a responsive, reliable, and credible source
- Supply media outlets with accessible experts in your community
- Be brief, concise, and clear

Refer to page 12 of the Choose Respect Media Access Guide for Who's Who in the Media?

Tip 2. Establish Media Partnerships

- Identify and prioritize your best partner prospects
- Pitch the partnership idea to your top media choices
- Get a commitment – ask them to run your PSAs
- Stay in close contact and respond quickly to any questions

Refer to pages 14-15 of the Choose Respect Media Access Guide for Establishing Media Partnerships.

Tip 3. Organize a Basic Press Kit

- Develop clear, concise press materials
- Compile the materials in a press kit or an attractive folder
- Include background information to help reporters develop stories
- Keep the press kit to a maximum of 10 documents

Refer to pages 18-19 of the Choose Respect Media Access Guide for Organizing Your Choose Respect Press Kit.

Tip 4. Select Media Spokespersons

- Recruit local spokespersons who can discuss the issues in a precise, professional, and personal manner
- Consider specialists who can clearly explain the connection between healthy relationships and overall self-development
- Choose spokespersons who are free of negative or controversial publicity

Refer to pages 41-42 of the Choose Respect Media Access Guide for Selecting Media Spokespersons.

Tip 5. Managing Choose Respect Messages

- Craft three succinct messages you want to make
- Write quotes in advance – practice them so they sound natural
- Bring reporters back to your core messages if they stray off subject
- Correct any misconceptions the reporter may have on the spot

Refer to pages 42-43 of the Choose Respect Media Access Guide for Managing Choose Respect Messages.

Tip 6. Prepare Press Releases

- Begin the release with an interesting local news angle
- Answer the important questions – who, what, where, when, why, and how
- Provide quotes from credible sources
- Make it easy for the media to contact you

Refer to pages 19-21 of the Choose Respect Media Access Guide for Preparing Press Releases and the Press Release Checklist.

Tip 7. Pitch Your Story by Phone

- Start with a good story idea
- Frame your story to fit the media's audience
- Find a good time to call
- Be persistent and follow through

Refer to pages 45-46 of the Choose Respect Media Access Guide for Pitching Your Story.

Tip 8. Pitch Your Story by Letter

- Limit your letter to one page
- Provoke the reader with a startling statistic or intriguing question
- Clearly explain why that media outlet should cover the story
- Wrap up with a promise to call

Refer to page 51 of the Choose Respect Media Access Guide for Writing a Pitch Letter.

Tip 9. Prepare for Interviews

- Train your spokesperson or other campaign representatives to conduct interviews
- Practice answering interview questions, especially rapid-fire inquiries
- Remember to speak slowly and avoid unnecessary gestures
- Wear the appropriate attire

Refer to page 53 of the Choose Respect Media Access Guide for Preparing for the Interview.

Tip 10. Monitor Media Coverage

- Track and evaluate your media coverage, using the Excel spreadsheets on your Media Access Guide CD-ROM
- Calculate how much coverage your campaign receives
- Analyze which media outlets give you the most effective coverage

Refer to pages 57-65 of the Choose Respect Media Access Guide for Monitoring Media Coverage and instructions on recording media impressions.

After reviewing these 10 Tips for Gaining Media Access, refer to page 56 of the Choose Respect Media Access Guide for the Checklist: Are You Ready to Introduce Choose Respect to the Media?

