



How-To Build and Maintain Press Coverage

Why do we seek press coverage?

- Spreads message
- Garners support
- Shows clout, authority

NYRA's relationship with the media: Mutually beneficial

Media's Central Goal: to present important news in the most captivating way possible

- business
- revenue
- responsibility to public
- keep public informed
- cover issues that will affect the public

NYRA Chapters' Central Goal: To use our initiatives to craft newsworthy stories that the media can present in a captivating way

- disseminate our message to the public
- keep the public apprised of our activities

What makes a story newsworthy?

- Conflict
- Impact
- Timeliness
- Prominence

GET THE WORD OUT

Press release

- Informs the media about a potential story
- Frame the story so it appeals to the press
- Brief and to-the-point

Press advisory

- Informs the media about an event
- Very short and simple
- Includes who, what, where, and when

Your network of press contacts - let the media work for you

Your initial contact with the newsroom:

- Send your press release/advisory to the newsroom via email or fax
- It is absolutely vital that you follow up
- Newsrooms are bombarded 24/7 - make sure your story does not fall through the cracks

Build relationships

- Get reporters' contact information
- Cultivate a trust
- Keep them informed (email and call them when you send out a release)
- Talk to them about stories, ask advice, talk to them personally off-camera
- If the reporter knows you will provide newsworthy material, he or she will cover you
- Always be willing and able to provide material

The interview

- When a reporter calls, if you cannot talk and schedule an interview immediately, ask if he/she is on deadline
- Try to feel comfortable with the material being covered so you do not need many notes
- Let the reporter suggest a location
- Be on time

The questions

- Be purposeful: don't end with "umm" or "so, yeah."
- You already have a message; use the reporter's questions to communicate your message
- Reject the premise of a question you do not like. Do not entirely circumvent it, but answer it in a way that communicates your desired message.

Other considerations

- Professionalism, attire
- Questions to ask (live vs. taped)
- Clarify, clarify, clarify relevant information (name, age, organization, school, etc.)

Remaining visible in the press is crucial to accomplishing our mission!
Serving as experts and commentators helps us gain credibility and spread awareness.