



Tips for Contacting the Media

There are many ways and reasons to reach out to the media, and advocates should use media advocacy as a means of influencing key decision-makers. For the sake of credibility, we should engage in media outreach when we have something that is actually **newsworthy**. When we get our issues covered by relevant media in a way that supports our advocacy goals – by framing the problem or our proposed solution – our campaigns are more likely to succeed. Media matters. Follow the rules.

- **Media Advisory** – Sent 3-4 days before an event, a media advisory alerts and invites the media. It should provide just enough ‘teaser’ information to get the press to attend - the logistical *who, what, where, when and why*.
- **Press Release** – Distributed the day of an event or can be embargoed a day or two before, a press release should include the most important details of your message, including data and quotes.
- **Letter to the Editor and Op-Eds** – Usually submitted in response to something that has been covered in the news recently. Offers a personal or professional perspective on the issue. Op-Eds are longer and may have two authors.

Contacting Television Media

- Do not call TV reporters immediately prior to or during the news cycle.
- Best time to call TV reporters is 7AM-8AM; 9:30AM-11:30AM; and 1PM-4PM.
- Most daytime assignment editors complete their daily meetings before 9AM. If checking to see if they are covering an event day-of, call between 7AM and 8AM or if it is the day before 1PM-4PM.
- Plan ahead for Monday events and news. Information must be received Thursday or Friday the week before.

Contacting Print Media

- Try to make call earlier in the day between 10AM-1PM as most are working to meet deadlines toward the end of the day.
- Be mindful of the deadlines for weekly, daily, and monthly publications. Each require different lead times based on printing schedule and frequency.