

Getting Positive Media Coverage

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- The Importance of a Human Element
- Timing is Everything
- How to use Visuals
- Your Image
- How to Interview
- How to Handle an aggressive interview

Human Element

- Experts and Public Officials are not what they used to be
- Tell the story through the eyes of one person
- Reporters look for Drama and Emotion



Human Element

- Look for a person who symbolizes your cause
- Keep several people in your database
- Include that person in your press release



Timing is Everything

- Slow news days
- Prime time
- Live Coverage



Appreciate slow news days

- Government Offices Closed
- Week between Christmas and New Year's Day
- Avoid major anniversaries



Prime Time

- 9.30 to 11.30 AM
- Avoid 2 to 4 PM
- Competition with Spot News



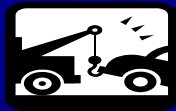
Live Coverage

- Riskier
- Human Element
- Get Creative



Visuals

- TV is about Pictures
 - Sandcastle Contest
 - Dog Birthday Party
- MADD use of damaged cars
- Same goes for radio and newspapers



Your Image

- Your look should match your cause
- Appoint a spokesperson
- Show compassion and concern



How to Interview

- Reporters look for opinion and emotion
- Show your concern
- Don't memorize facts
 - Put a fact sheet together
- Never show anger or fight with a reporter



Handling an aggressive reporter

- Reporters usually just want a good story
- Be grateful for the chance to tell your side of the story
- Be relaxed, polite and use humor
- Be honest and show your human side

