

# TWELVE WAYS TO WORK WITH THE Media YEAR-ROUND



A famous writer said that *in the end, we are all stories*. And so are organizations. Getting professional journalists to help tell your story is a goal worth pursuing. Here are a dozen ways to help your organization promote its message:

- 1 . Invite reporters** to tour your organization. **Face-to-Face contact matters.**
- 2 . Compile and update your media** contact list as turnover is high.
- 3 . Create an editorial calendar**, which has scheduled activities for the year and brainstorm about ways to create story angles or media events around them.
- 4 . Be clear about your key messages** and targeted audiences for potential story.
- 5 . Invite reporters to a lunch** to share possible story ideas. This also provides an opportunity to work on developing a relationship.
- 6 . Do not ignore the media when a crisis occurs.** Designate someone to respond to questions, if bad news involves your agency. Prepare a crisis plan.
- 7 .** Learn what **"off the record"** means before agreeing to it.
- 8 . Do not call frequently seeking coverage.** Be selective, not a nuisance.
- 9 . Call reporters the day of the event** to ensure their attendance.  
News coverage can easily change.
- 10 . Track and promote** your coverage.
- 11 . Post photos and information** about your events on Twitter and Facebook to inform people who do not watch or listen to traditional media.
- 12 . Tie your mission, experts or activities in with current events.**

**Your organization cannot control its message, but it can guide it.**