

LEVERAGING MEDIA

Using the power of the media to spread the word about your campaign can provide a big boost to your advocacy efforts. Here are some tips to help you get coverage of your work!

WHAT TO SHARE WITH MEDIA

- Keep it brief – even though there is a lot to share!
- Introduce yourself and in 1 or 2 sentences, briefly explain your cause and your campaign (the why, what, and how).
- Share any pushback or response you've gotten from your campaign target.
- Include a link to your campaign website and petition.
- Let them know you're eager to connect and would like to set up a time to meet or talk on the phone.
- The best way to bring attention to your campaign is by doing a bit of research, drafting a sincere submission email, and reaching out to reporters and news outlets directly.

BEST NEWS SOURCES TO CONTACT

- Local newspaper (print/digital)
- Local TV news stations
- Radio stations (especially NPR affiliates or other news/talk stations)
- Identify the right program and reach out to the producers online, through email, or even via social media

HOW TO REACH MEDIA OUTLETS

- On their website. Look for a submission form or use the general "contact me" forms.
- Find reporters who have written pieces covering health, schools, or other personal interest stories and email them directly.
- Get on Twitter. Many reporters and news outlets use Twitter to stay up to date on covering important news, and it's a direct line to many influential reporters.
- If you're struggling to get coverage from reporters, it's a good idea to go ahead and write an op-ed or a letter to the editor. Some reporters don't have the bandwidth to cover every campaign, but many editors are eager for quality submissions.

