

BUILDING RELATIONSHIPS WITH JOURNALISTS

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WORD FOR TODAY: PROACTIVE

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SHIFT TO RACHEL'S SLIDES

<https://docs.google.com/presentation/d/1Ojst8EHMgQm8gcevUmP8VhEaGLii7TXGVHvppruh3Nw/edit#slide=id.p>

WHAT MEDIA OUTLETS SHOULD YOU BE CONNECTING WITH?

What media matters to the people you are trying to reach?

How are those outlets reaching their audiences?

HOW DO YOU BUILD CONNECTIONS WITH JOURNALISTS AT THOSE OUTLETS?

Is that different from how you build connections with elected officials?

With community leaders?



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STORY PITCHING



What story do we want to tell? Who can best tell that story?

What about the opinion pieces?

MEDIA EVENTS



What qualifies as an event media would cover?

What about a media roundtable? How do you make your own news?

PLANNING

TIME FOR TABLE DISCUSSION:

What can you do when you get back home?



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