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**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 way to influence key decision-makers. For the sake of credibility, we should engage in media outreach when we have something that is actually* ***news****worthy. 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 to attend the event. 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 issued a day or two before (but embargoed, meaning there is a request to reporters to wait until the official press release date before publishing). A press release should include 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.
* If sending information or a press release in an email, do not send attachments. Copy and paste the information into the body of the email. Many reporters will not open an attachment.