



Developing Compelling Stories for the Media

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Suggestions...

- ⇒ Be a media consumer (read/watch/listen)
 - Know the outlet and its opportunities
 - Name the sections of the local papers?
 - Afternoon drive radio?
 - Morning TV programs
 - Leverage today's news for stories about you
- ⇒ What story do you want to see (news vs. feature vs. photo essay vs. trade press)?
- ⇒ Why – what are your objectives?
 - Support fundraising case
 - Generate attendance at an event
 - Position individual or organization
 - Get volunteers
 - Affect public opinion on an issue
- ⇒ Local is good for local media.
- ⇒ Know how media operate – various deadlines, requirements (e.g. dpi for photos)
- ⇒ Work with individual reporters – they're people, too! Know their beats, preferences, work schedule... yup, good old-fashioned media relations ☺.
- ⇒ Research your pitch – include other sources, national trend info, contacts, third party endorsements, statistics.
- ⇒ Identify visual & sound opportunities in advance; multi-media aspects like publication's Web site.
- ⇒ Prepare for the pitch and interview – what's your main message? Talking points?