

## Ten Tips for Working with the Media

1. **Be credible:** Have your facts straight. Don't say or write something that isn't true or can't be supported. If you don't know the answer, get back to the reporter or refer them to another source.
2. **Be available:** If a reporter needs your quote, fax a document, or refer to another source as soon as possible.
3. **Be concise:** Whether you are pitching a story, doing a news interview, or appearing on TV, get to the point. Understand that if you don't edit your comments, the media will do it for you.
4. **Be image conscious:** Create good-looking documents, handouts, fact sheets, and media release packets. Cite sources on handouts when possible.
5. **Be consistent:** Many reporters complain they don't receive enough material from community leaders. Give reporters relevant and timely materials.
6. **Be controversial:** If controversy is warranted, don't be afraid to use it. Controversy expresses your commitment to the issue at hand.
7. **Be innovative:** Think of new ways to present your information and thoughts. Briefings, press advisories/releases, letters to the editor, broadcast editorial responses, immediate responses to news stories.
8. **Be involved:** Read the papers, listen to the radio, and watch TV news and public affairs shows. It's hard to be effective if you don't bother to know the big picture and monitor your cut of the action.
9. **Be educated:** If you don't know, learn how the media works; and
10. **Be gracious:** Don't pout if your interview doesn't go like you thought it should. Don't quit...just try harder....Don't complain to the reporter and thank the reporter for listening and producing a reasonable story.

*(20 Tips to Improving Media Coverage, Douglas C. Dobmeyer)*