



MEDIA RELATIONS TOOLBOX

In this document, you will find some information and resources to help you create successful public relations plans and programs. To work effectively with the media, it is important to know how they operate.

Different realities for different media outlets

Who are the reporters and what are they looking for?

Reporters are professionals who attempt to convey information in the most interesting and accurate way possible.

Within a news organization, there are usually two types of journalists:

- Most reporters are generalists who cover anything that is considered worthy of air time or newspaper space (from major fires to international conferences on forensic medicine). Usually, they are not experts in a particular area.
- Beat reporters, however, are specialists in a particular field (health, police, politics, science, labour, etc.). They often have a particular interest and knowledge in the fields they cover and work in more specialized publications.

The importance of Timing

The timing in reaching out to Media outlets is very significant in getting good results. Make sure that you know the editorial timing of your target publications, editors and journalists.

For example, if you want to announce your event in a weekly newspaper, you will need to reach out to them 2 weeks ahead. But if you are trying to get coverage on a radio or TV channel, reaching out too early will not attract journalists attention because they constantly work in the “instant”

Familiarize yourself with the publication and tailor your press release or your email pitch to the publication you are reaching out.

Connect Locally

Don't forget to reach out to local media outlets. First of all, it will be much easier than trying to get coverage in the New York Times. Secondly, the local press almost exclusively covers local projects which gives you an advantage on other stories.

Being known and talked about in the community is a great way to catch the attention of the big publications.

Reach Out to the Media

Most journalists get over 200 email pitches a day. So to stand out, you need to give them a truly newsworthy story about your project. The best place to start is to create a press release so you can send it to local media. A press release is a written communication that reports specific but brief information about your event.

To get started, check out our [Press Release Guide and Template](#)

Please note that issuing a press release doesn't mean the media will automatically run with it. So you should also consider other outlets such as bloggers and that might pick up your press release.

To get inspiration, you can have a look at our [Bank of Press Release](#) already completed by other grantees

Prepare for a Media Interview

An interview can give your project a boost in public exposure and expand the attention paid to it. To take full advantage of a press opportunity, it is important that you practice preparing for a media interview.

To get started, check out our [Rising Youth Interview Preparation](#)