



Reporters Need You, Too: 12 Tips for Dealing with the News Media

1. *Prepare for interviews:* Before a media interview, write down the main points you intend to emphasize. Be sure to express those points repeatedly during the interview.
2. *Respect deadlines:* If you don't know a media outlet's deadline, ask.
3. *Clarity:* Use plain English. Do not use jargon. Speak slowly and clearly.
4. *Story-telling works:* Tell brief, compelling anecdotes to illustrate your main points. Reporters love anecdotes. So do readers, listeners and viewers.
5. *Passion:* You're passionate about your organization. Let it show.
6. *Be personal:* Get to know the reporters who cover the subjects that your organization focuses on.
7. *Responsiveness:* Work at the media's pace, not your organization's pace.
8. *Media needs vary:* Customize story suggestions for specific media outlets. One size does not fit all. Media outlets have different needs.
9. *Pay attention:* Read, watch and listen to the news. By doing so, you will know the media's needs and be better able to fill those needs.
10. *Spread out:* The media is more fragmented than ever. Organizations need to work harder to reach the people they want to reach. No longer is one media outlet so dominant that you can rest after contacting that one outlet.

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11. *Bitterness won't help*: Don't take it personally if you don't get the publicity you're seeking. Instead, be persistent, polite and personal with media folks.
12. *Mind-reading*: Reporters are not mind-readers. They rely on people to provide story ideas. They need you just as much as you need them.

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