

10 TIPS FOR REACHING OUT TO YOUR LOCAL MEDIA

1. Compile a list of political, education, and local news reporters in your county, including the contact's name, e-mail address and phone number.
2. E-mail (or fax if requested) your press release to all print reporters one week prior to event.
3. E-mail (or fax if requested) your press release to all broadcast reporters two days prior to event.
4. Follow up with a phone call to each publication or news station asking if they received your release and if you can provide them with additional information about the event.
5. Resend a brief media alert highlighting the date, time, location, topics discussed, scheduled speakers and additional attendees to all media outlets one day prior to event.
6. Ask presenters and other key attendees to be available for interviews during your Local Leadership Summit.
7. Compile photos and a list of Summit presenters in order to provide a follow-up release to all media for potential coverage opportunities post event.
8. Encourage your elected city, county and school attendees to draft and submit opinion editorials to local media, highlighting the importance of your Local Leadership Summit and future state-wide involvement from local elected officials.
9. Develop informational packets with materials about your local cities, county and schools, a list of event presenters, the event agenda and your contact information to pass out to media at event.
10. Be available to welcome and speak with media attendees at your Local Leadership Summit and invite each reporter to follow up with you post event should they have additional inquiries.