



## WORKING WITH THE MEDIA

### Sending out your press release

- Send your press release to as many media outlets as possible. Include your contact information.
- If you know reporters who might be interested in covering your story, send your press release directly to them. Include a cover letter with their name on it.
- **Always make follow-up calls.** Call the Assignment Editor at every media outlet you sent your release to. Ask them if they received your press release, and if they are interested in covering your story. Be courteous and brief.

### Hosting a media event

- As a group, decide before your event who will serve as your spokesperson and talk with the media. At your event, direct reporters and any questions to this person.

### Talking with reporters

- Speak slowly and enunciate. **Remain calm and patient, even if a reporter asks you difficult questions.**
- If you don't know the answer to a question, don't be afraid to say "I don't know." If a reporter wants more information, refer them to GREY2K USA.

### Stay on message

- Determine what your "message" is. To do this, pretend you are on an elevator with a stranger. You have 10 seconds to tell this stranger why you are doing your event. This is your message.
- **STAY ON MESSAGE.** Don't be afraid to repeat your message.

### After the story runs

- Call all the members of the media who covered your story and voice your appreciation. Tell reporters that you appreciate their efforts! If you feel important information was left out, politely suggest that a follow-up story be done and offer to help.