

Making the Media Work for You and Your Organization

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Understanding What the Media Wants

- They're **ALWAYS** seeking compelling stories
- They want concise information and messages
- They'll help you, if you help them



Think Like the Media

- Initiate and pitch stories
- React quickly to news events
- Think “Breaking News!”



Be pro-active: Get the media to know you and your group

- **Up-to-date and inclusive media email list**
- **Consistent press releases and media advisories**
- **Know who to contact**
- **Building relationships with reporters**
- **Learn about media formats and beats**

Email press releases work!

- **Compelling headline in Subject Line**
- **Flashy, big headline in press release**
- **Use body of email**
- **Other do's and don'ts**



ALWAYS recruit media executives on your board of directors

- **In kind ads and PSAs**
- **Valuable connections and contacts**
- **Donor opportunities**
- **Special programs**
- **Media sponsors**



Sell yourselves as resource

The media are always looking for go-to experts on certain subjects and issues – become that expert!

New media outlets

- Start a blog if you don't have one
- Create an online newsletter
- Optimize your website for pertinent searches
- Trade links with similar organizations

The screenshot shows the MSNBC website interface. At the top, there is a search bar and navigation links for 'Web', 'MSNBC', 'Make MSNBC Your Homepage', 'MSN Home', 'Hotmail', and 'Sign In'. The MSNBC logo is prominently displayed, along with the tagline 'A Fuller Spectrum of News'. The main navigation bar includes 'Home', 'Health', and 'Addictions'. The article title is 'A booze buzz for teenyboppers?' in red, with a sub-headline 'Anheuser-Busch product so adorable it draws fire from alcohol abuse camp'. The author is identified as Kari Huus, a reporter for MSNBC, with the article updated on April 3, 2007. A sidebar on the left lists various health topics such as Diet & Nutrition, Fitness, Women's Health, and Cancer. Below the author's name, there are links for 'Profile' and 'E-mail'. The main text discusses the new alcoholic beverage 'Spykes' and its appeal to teenagers. To the right of the article, there is an 'NBC VIDEO' section featuring a 'Launch' button and a video player showing bottles of Spykes. Below the video, there is a caption 'Alcohol and your kids' and a brief description of the video content.

The “interview”

- **Think message, message, message**
- **Take control!**
- **Prepare compelling sound bites and quotes ahead of time**
- **If media calls, call back immediately**



What to do – what not to do

Do's

- **Compliment reporters when appropriate**
- **Keep track of your media coverage**
- **Take advantage of slow news days**
- **Follow up on lost coverage**

Don'ts

- **Bug them with phone calls**
- **Scream at them if they get something wrong**
- **NEVER go off the record**
- **Say something you don't want repeated**

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