

Working with the Media

NCDA Winter Conference
February 2017



Press Releases



- Write your own **press releases** (pre/post)
- Press release basics:
 - 1st paragraph should include the “5 W’s”
 - Additional paragraphs okay; but keep to 1 pg
- Include **quotes**
- Include **captions** with photos; and jpgs
- Cultivate a list of **media contacts**.
- Give local paper a **head start**.

In General...



- Reporters on deadline; call back ASAP
- Avoid technical jargon; think of audience
- If you don't understand a question or don't have an answer – say so. Offer to get back to them; but don't say something for the sake of saying something.
- That said, DON'T say “no comment” or “off the record”

Reference



SAMHSA.gov

“Tips for Working with the Media”

<http://bit.ly/2kl8V8C>

- Creating a media list
- How to pitch a story
- Developing outreach materials (op-ed; press release, alert, press kit)

Alternative Facts



The Patriot Ledger – October 8, 2016

First-time homebuyers charged to the hilt by Quincy loan program

