

douglas gould
and company



Media Outreach Ideas & Resources



Newsworthy Story Ideas...

- Controversial issues
- Conflict/Resolution
- Trends
- New Data released
- Timeliness – Seasonal
- Compelling personal stories
- Local angle to hot button issues
- Connected to outlet's media calendar



News-worthy Stories

- Lifestyles

- New program that provides solution to a need
- Prominent people connected to LD issues
- Seasonal – Holidays - History
- Elected officials and LD issues
- High profile or controversial events

- Talk Radio/Public Affairs TV

- Usually involves a panel
- Talking about an issue, sometimes featuring people on opposing sides



Questions For You to Consider

- What stories are you telling?
- What outlets attract the audiences you want to talk to?
- What sections of the paper or TV segment do they watch?
- Are there backdoors (health, education, policy, business?)
- Aside from newspapers, tv, radio, what other outlets might talk to your audience?
 - Newsletters, trade magazines, blogs, specialty publications?
- Who might be interested in covering your stories?



Suggested Sections For Your Media Hit List

- Education
- Politics
- Family and Parenting
- Youth
- Business
- News Desks – breaking news
- Letters to the editor
- Editorial Desk
- Op-Ed
- Lifestyles Specialty Magazines
- Professional/Civic Organization Newsletters/online publications
- Talk Radio
- Public Service/Issue TV



Other Items to Consider...

- Don't reinvent the wheel. Can you access a media list from someone or another allied organization? If so, update it.
- Who can help?
 - A parent in public relations? They might have access to professional resources and lists that would otherwise cost a lot of money.
- Read, listen, watch – do your research – set up Google alerts, RSS feeds, follow reporters on Twitter. What reporters might be advocates?
- Be a detective – sleuth around for direct names and numbers.



Good Materials to Have on Hand

- FAQ's – Bullets with - who, what, when, where, how and why, contact information, web site, etc. (about the church and issue)
- Bio(s) – spokesperson (can be a few bullet points or a short paragraph)
- Stats/Data – local and broader or a list of web sites for the reporter to research (see Web site)
- List of story ideas
- Calendar listing template (to share information about important meetings for press to attend).
- Press release template/boilerplate
- Visuals (kids, teachers, and graphics)



Leave Behinds for Editorial Meetings

- Contact information
- Names of team members
- FAQ's
- Real stories (1 paragraph sketches)
- Story ideas



Suggestions for Press/Media List Development

- Create Google Alerts using key words that apply to your issue.
- Subscribe to RSS Feeds in your local newspapers (dailies, TV and Radio) which often segment according to topic area.
- Check out media outlet website archives using key words, topics or reporters to track coverage of an issue as well as learn about Reporter's coverage of an issue, topic, and style of coverage.
- Follow journalist's Twitter and Blogs, sign up for blog updates



No-Cost Media List Resources

- Google Directory – type in links to media outlets
- <http://newslink.org/broad.html> - listings of all media by state, city
- <http://www.usnpl.com/> - listings by state
- http://dir.yahoo.com/News_and_media/Newspapers/ - by region and interest/audience
- <http://www.50states.com/news/> - listings by state
- <http://www.newspapers.com/religious.htm> - can search by topic. This offers search for religious publications by state. You can back out to Home page for general media search.
- <http://www.hometownfreepress.com/usa.htm> - hometown papers, including weeklies
- http://www.freearching.com/news_directories.htm - online listing
- <http://www.shgresources.com/resources/tv/> - state by state, and city by city listings of TV and Radio stations.



Media List Resources for a Fee

- www.us.cision.com
- www.vocus.com
- <http://mediatlas.prnewswire.info/>
- www.BurrellesLuce.com
- www.bulldogreporter.com
- www.easymedialist.com/usa/top100newspapers.html- create your own downloadable media list