



WORKING WITH THE MEDIA

EDND Fall Conference

A signpost with a red top sign and five black directional signs pointing to different media types. The background is a blue sky with white clouds.

MEDIA

INTERNET

RADIO

MAGAZINES

TELEVISION

NEWSPAPERS



Contact List

NAME:
ADDRESS:
EMAIL:
PHONE:

FIRST THINGS FIRST

STEP TWO: ORGANIZATION PRESS KIT

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About
Betty Atkinson

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Partnership Opportunities

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Media

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02 Social Media Campaign

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Media

Kit

Most Popular Topics



TIPS FOR SUCCESSFUL MEDIA RELATIONS



Tell the Truth

For the Record

Media's Role

Be Prepared

Respect Deadlines

Know Who's Calling

Respond Promptly

Short, Sweet, Stop

No No Comment

Dump Jargon

Don't Assume Knowledge

BEST TOOLS TO HELP DRIVE HOME YOUR MESSAGE



- Media Advisory
- Press Release
- PSAs
- Social Media Posts

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Television



- Emphasizes action and visual impact.
- 2-minute news clips.
- TV Talk Shows



Radio

- PSAs
- 30-seconds
- Radio talk shows

Print Media

- Human interest stories
- Statistics
- Lengthy stories
- Photos



- Fast & wide reach
- Inexpensive
- Easy to grow audience
- Push to website





keep
it
simple

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