

Media Outreach

Engaging the local media



Overview

- What is media relations?
- Reasons to talk to media
- Tips for good media relations

What is media relations?

- Working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.

“The American people don’t believe anything until they see it on television.”

- Richard Nixon

“The squeaky wheel gets the grease.”

- My dad

Good reasons to talk to the media

- [To publicize DAV's purpose, services, activities and achievements.](#)
- To establish DAV as a leader and trusted source on veteran-related issues.
- To generate awareness and self-determination among disabled veterans so they may actively campaign, both individually and collectively, for their own betterment.
- To establish channels of communication that will help ensure balanced, accurate coverage of important veteran-related issues.

Good reasons to talk to the media

- To enlist support and cooperation from government agencies, the private sector, civic organizations and community groups.
- [To articulate the needs of injured and ill veterans and their families so that they may be better reflected in legislation and public policy.](#)
- To combat misconceptions and negative portrayals and stereotypes in media coverage of disabled veterans.

Tips for good media relations

- Make a local connection
- Get to the point
- Time your distribution
- Learn what the reporter needs
- Write an interesting subject line

Tips for good media relations

- Be available
- Follow up
- Tweet
- Acknowledge coverage

What makes the news?

- Consequence
- Interest
- Timeliness
- Proximity
- Prominence

What makes a good story?

- Originality/novelty/uniqueness
- Personal achievement
- Piggybacking
- Anniversaries, landmarks, dates and numbers
- Holidays and awareness days

Interview tips

- Wear DAV gear
- Give the news first
- Stay within DAV's resolutions and remain nonpartisan
- Use quotable language
- Anticipate questions
- Always be truthful
- Never say "no comment"
- You're always on the record

Tools

- DAV Publicity Guide
- DAVPSA.org

Questions?



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