5 Tips for Communicating with the Press

1. Keep your press releases and media advisories short. Reporters (especially local reporters) get A LOT of these and it’s easy to get lost in the shuffle. As a rule, all written outreach should be succinct and easy to read.

2. After emailing a press release or advisory, always make a follow up phone call to flag your release and add a voice and some personality to your story.

3. Reporters love stories that can serve as a follow-up or continuation on an earlier story. Do some research on voting/voter outreach/voter registration in your area/community to see if there’s anything your story may be related to and then be sure to mention and link to it in your release/follow up call.

4. Local news outlets keep an eye on viral trends or headline stories that everyone is talking about right now. If possible, tie your release to a hot topic that’s currently trending in the news. For example, if high gas prices are something everyone is currently talking about, maybe emphasize the virtual voter registration options your event is offering as a way to allow people to participate regardless of transportation limitations.

5. News outlets love good visuals. If your event is going to have any cool attractions, activities, or sights, be sure to highlight that in your press outreach.