

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 concise 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 be a follow-up or continuation of an earlier story. Research voting/voter outreach/voter registration in your area 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 monitor trends or headline stories. Tie your release to a current hot topic in the news. For example, if high gas prices are something everyone is currently talking about, emphasize the virtual voter registration options your event offers to allow people to participate regardless of transportation limitations.
- 5** News outlets love good visuals. If your event includes any cool attractions, activities, or sights, highlight that in your press outreach.

PRO TIP

MEDIA ADVISORY VS. PRESS RELEASE—WHAT'S THE DIFFERENCE?

Press releases are more narrative and include lots of information that reporters can use to inform their stories, including background information, relevant quotes, photos, and more. On the other hand, media advisories are more direct and to the point, with a bare-bones bullet-list outline answering the essential whos, whats, wheres, whens, and whys of a given event. Timing is also a key distinction, with media advisories generally sent out within days of the event and press releases up to a week or more.

