Engaging the media

Jeff Rutherford, Fair Earth Co.
Think like a journalist

Journalists ...

• are always on deadline
• have trouble with complexity
• need stories, not subjects
• appreciate some spoon feeding
• fear/hate their editors
• need BIG news
Help the journalist (to help you)

• respect the deadline
• have your bullet points ready
• keep it human but don’t forget the big picture
• be ready with supplies (stats, images)
• come bearing (stories as) gifts
A few tips

• Identify allies
• Keep in touch
• Limit the press releases
• Provide opportunities for *human* stories
• Be passionate **BUT** also professional