



Spreading the Word: Using Media Relations to Help Communicate & Build Awareness

Key Takeaways:

- Media Relations (also known as Public Relations) is essential for building awareness and growing support.
- Media Relations is different from other communications vehicles (Social Media, Website, Newsletters, etc.) because you are depending on the media to help you tell your story.
- Which media should I target? TV, Radio, Newspapers, Calendars, Magazines and Online News Outlets are key vehicles to target when you have news to share.

Media Relations Tools:

- The key tools are News Release, Media Advisory, Calendar Notice, and Public Service Announcement.

How to Get Media to Cover Your Story:

- Provide info that makes it easy for media to grab the essential elements of your story: Who, What, When, Why and Where.
- Provide real people for them to feature in a story whenever possible.
- Use solid stats and facts to back up your story.
- Communicate as often as possible to build relationships with media.

When Media Calls:

- Always respond. If you don't have an answer right away, let them know you will get right back to them as soon as you have an answer.
- Before you do respond, be prepared. Try to respond within the hour if at all possible.
- Have someone designated to be your spokesperson should media request an interview.
- If media calls simply to request your help in finding info, try to be a resource for them – even if it means your program won't be part of the story. This helps build relationships with media.

Questions:

- If you have questions, or if you would like to be considered for future stories with the Georgia Mountain Food Bank, email lydia@gamountainfoodbank.org.

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