

Telling Your Story— 8 Do's & Don'ts For the 6:00 News

Strategic Planning, Leadership Development and Marketing for Nonprofits



Good media relations start with you!

- Do** help reporters and editors in ways that aren't self-serving.
- Don't** be pushy. If your story is rejected, you probably need a better news angle.
- Do** be honest. Trust is your most valuable asset with the media.
- Don't** neglect other ways to publicize your story: Posters, flyers, brochures are all useful.
- Do** plan ahead. Avoid the last-minute rush of deadlines.
- Don't** get discouraged. There will be other stories. Keep trying.

- Do** follow up. You'll enhance your relationships with news people.
- Don't** forget to look for ways to pitch your idea as a potential feature.

We Can Help

If you're considering a communication strategy, we're ready to partner with you. Or we can deliver a two-hour workshop on dynamic ways to present your story. Let us tell you more about our collaborative approach.

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