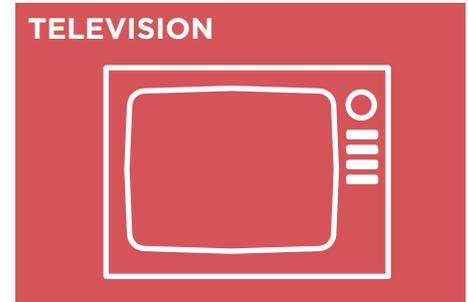
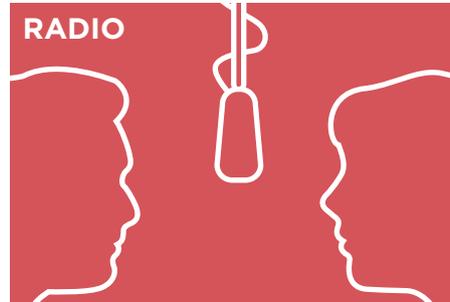


F. MAKING THE MOST OF TRADITIONAL MEDIA

Even with the advent of online news sites, Twitter and a 24-hour news cycle, the traditional media sources of newspapers, television and radio remain important.

This is particularly true in political circles.



- The front pages of newspapers still set the agenda for the news of the day, with morning radio and evening radio both taking their lead from newspaper headlines.
- Stories for the following day are often decided at morning editorial meetings and content is largely locked down by around 4pm. The online versions of newspapers often published their lead stories online just after midnight if you want to get ahead of the game.
- Morning news radio programs generally take their lead from what is reported in the paper, with the stories growing and changing throughout the day as different spokespeople phone in with their angle on the story.
- Talkback programs will generally look to discuss the top 1-2 political issues of the day, but on slow days they are also likely to run with more general interest or culture based topics.
- Television networks will generally look to secure different (and preferably exclusive) angles on the stories of the day, including political opinions, vox pops and experts.
- Quality vision and talking heads are crucially important for television coverage, so if you're thinking of pitching a story to a TV outlet, line up in advance people who are willing to talk, and suggest a location for interesting visuals.

STATEWIDE VERSUS LOCAL MEDIA

Trying to achieve coverage in statewide or national media outlets is very different from being covered in a local paper. Your relationship with local media outlets is likely to be more friendly and collegiate. Generally:

- ✓ Statewide media outlets are more interested in exclusives, so if you're trying to pitch a new story approach one journalist at a time rather than sending a broadcast media release. Local papers need local angles.
- ✓ Local media outlets have fewer resources, so do as much of the work as you can, including writing the media release like it's a story in the paper and supplying high-resolution images.
- ✓ Send out media alerts (who, what, when, where and why) for events at least a week in advance. Don't just rely on the email. Follow up the next day with a phone call and check whether the editor/journalist received the email and has any further questions.