



## Tips for working with the media

- Develop key messages within your organization to maintain one voice
- Develop press materials and tailor for each circumstance:
  - Press releases
  - Public service announcements (PSAs)
  - Letters to the editor
  - Radio live-reads
  - Social media posts
- Compile media lists and contact information
- Establish and maintain relationships with key media representatives
- Designate a spokesperson and develop talking points
- Respond promptly to media requests