

How to Make Good Contacts with the Media

- Keep calling. Once you've established yourself with a certain media outlet, keep calling and giving them updates about your group and upcoming events. The more you call, the stronger your relationship will become.
- Always be honest. If a reporter, newspaper or TV, makes an error in their story about your group or event, tell them, but don't be rude about it. Remember, they are human too and all humans make mistakes.
- When dealing with a newspaper, try to find a reporter at that newspaper who is interested in young children and the issues they face. Maybe start with the "education beat" reporter, if there is one. If there isn't, talk to the editor and tell them what you're looking for.
- Start small. Starting with small newspapers and TV stations is best. Those reporters are always looking for fun, interesting stories and will be more willing to work with you because their schedule will be less full than that of a reporter who works for a large newspaper, like the Detroit Free Press. When it comes to newspapers, starting with weekly papers is good.