

- **Be realistic**
  - Not every event or announcement warrants a huge story
  - Newspapers have limited space
  - Other news & info are competing for that space
- **Be well informed about the media outlet**
  - Read our publication to get a good idea of the kind of things we publish
  - For e.g., Xpress is a hybrid of a newspaper and magazine. We like to write about issues more than isolated events.
- **Be cheerfully persistent**
  - You know your issue is important, but we just don't get it. Keep trying.
- **Photos** are a bonus (at least at *Xpress*):
  - If you can provide good-quality photos, your chances of landing in print improve

#### **Developing working relationships with reporters**

- News tips
  - That's what we really want. And if you can provide those, you're on your way to becoming a source – someone that we turn to for expertise or a quote -- rather than someone who occasionally seeks publicity.

#### **Preparing to talk to a reporter**

- Written info is a plus
- Be prepared to provide specific budgetary and program information
- Try to find us a program participant to interview – after all, we want to write about people, not programs. Please secure their permission to be written about and photographed before we interview or photograph them
- Be prepared and available to answer follow-up questions after the interview