



MEDIA TIPS FOR ELECTION REFORM ADVOCATES

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Media Tips for Election Reform Advocates

- Be accessible
- Respond right away
- Use email
- Meet reporters where they are at – if on FB, Twitter, text, email – everyone is different, figure out what they are using and use that

Media Tips for Election Reform Advocates

- Use Twitter – simply retweeting a reporter's story can put you in their line of sight
- Share stories you are in on Twitter, include reporter's handle
- Immediately and politely ask for corrections – do it in writing
- Avoid cold-calling reporters – email is better

Media Tips for Election Reform Advocates

- Follow up with conversations immediately – send links, materials via email
- Include your title & contact info in your signature file in your email messages and always attach it to your messages
- Subscribe reporters to your newsletter – ask if you can subscribe before hanging up or finishing an interview

Media Tips for Election Reform Advocates

- Prep for interviews – create talking points, pass them around to co-workers, colleagues, get feedback
- If you say something you find out later was incorrect, correct it immediately
- Thank reporters for stories

Media Tips for Election Reform Advocates

- Reply early – the earlier you respond to an interview the greater chance you have to shape the direction of the story
- Maintain up to date contact info for reporters – add them to your contacts DB, follow them on Twitter
- Maintain contact info for colleagues you can refer reporters to for more info/comments.

Media Tips for Election Reform Advocates

- If you are doing outreach:
 - ✓ Make sure your item shows up everywhere – PRNewswire, your blog, your site, your Twitter account, Facebook, your newsletter – multimedia
 - ✓ Keep your news release short, include quotes. Imagine you are writing the story for the reporter

Media Tips for Election Reform Advocates

- Images are important – have an image you can attach to your message.
- Be to the point. Brevity is key. Make quotes as short as possible. Don't write long emails – they won't get read.
- Learn how to make Voice Memos on your phone – learn apps like Report-IT

Good Luck!
Share your stories on EVN!



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