

## HOW TO CONTACT THE MEDIA

### PRINT AND RADIO

1. Call your local newspapers and radio news stations and ask for a reporter who covers either health or education. Tell the reporter who you are, your concern about soda in school, and the name of the group you have formed.
2. As news happens, touch base with your contacts. Newsworthy items include: the school refusing to meet with you, the school negotiating with soda companies on a new contract, a poll that shows your community wants soda out of schools, or a hearing or meeting in the community where the issue will be discussed.
3. Fax or email a press release (see sample) to the attention of your contacts when news happens.
4. Follow-up by phone whenever you send a release. Simply ask the reporter if he/she received the release and if they plan to cover it.
5. Have a list of your group members who are willing to talk with the press.

### TV

1. Television may cover events like a public hearing, school board meeting, or community meeting.
2. Prepare a media advisory (see sample).
3. Find out if the station has a health reporter, so you can brief this person on the issue.
4. Call your local TV stations about 2 days before the event and ask for the assignment editor in the newsroom. Tell him/her about the event and the issue (be very brief - 1 minute tops) and ask if you can fax the advisory. Fax or email to the attention of the person you spoke to, or just send it to "attention assignment desk."
5. Follow-up the morning of the event and ask the assignment desk if they received the info you sent.