

Media Outreach Guide

In order to reach your audiences, your health inequity program message needs promotion and industry awareness. There are several steps you can take to help spread awareness of health inequities and how your program addresses them.

Below are some tips for contacting reporters who may be interested in writing about your center, the program and your work to make real changes in underserved populations.

When to Reach Out to Reporters

- Reporters are often most interested in a story when you can put them in contact with individuals who bring the story to life by sharing their unique, and emotional experiences.
- If a story is popular in the national news, local reporters are often looking to cover how the news affects people in the local area.
- Set up Google alerts for relevant news topics, so you'll know when the media is talking about these issues and include mention in your outreach.
- Consider awareness months (CAD month, PAD month, etc.) as an additional connector/point of interest.

How to Contact Reporters

- Make a list of media contacts at your local print and online newspapers, TV and radio stations and update it periodically.
 - Include such information as the reporter's beat (i.e., topics he/she typically covers). Medical, health and science editors/reporters and feature editors/reporters are typically most interested in healthcare stories.
 - If you cannot reach the editor or reporter, call the general number and ask for the assignment editor who will direct you to the best contact for the story angle.
- The best way to identify local reporters is to follow the news. Watch local TV, listen to the radio and read the local newspaper to identify the reporters who cover the kind of medical stories or community most relevant to your practice and your patients.
- Do online research. Nearly all newspapers, television and radio stations have a website with general contact information.

Tools You Can Use to Contact Reporters

- Press Release
 - A press release is used to inform the media about a newsworthy topic, trend or interesting information.
 - Press releases can be sent to local media contacts or distributed via a news service, also known as a wire, to a wider list of reporters who review them to obtain story ideas.

- To reach a specific reporter directly, the best way to distribute a press release is via email so you can reach the reporter as quickly as possible.

Pitch Email

- A pitch email is targeted to a specific media contact and offers news, or a story idea tailored to the reporter's interests, media outlet and its audience.

Additional Tips

- Call the reporter within a day of sending the press release or pitch email to gauge their interest level.
- Email the information to a reporter—don't send an attachment unless the reporter has requested it.
- Be persistent, but polite. If a reporter declines your story, ask them if it's okay for you to stay in touch in case anything changes.
- Consider timing media outreach to be right before your screening event, to help get people to attend.
- Consider linking your message to a disease- or health-focused awareness month.