

Tips for Maintaining a Media Contact List



Start by compiling a list of local television stations, cable channels, radio stations and newspapers in your area.

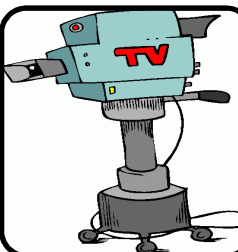
<http://www.mondonewspapers.com/usa/>

<http://www.abyznewslinks.com/>

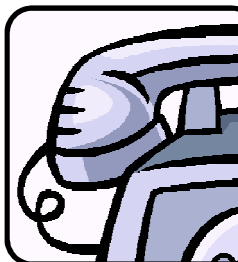


Include:

- Name and Position
- Email and postal mail addresses
- Phone, Fax
- Email
- *Communication Preference: What is the best way to contact you?*



Media contacts do not have to be limited to your city or county—if there is a big media outlet that your constituents use to get their information, it will be useful in your advocacy campaign.



Do you already have contacts at each one of these media outlets?

- If so, use them! This is the first step in establishing good relationships with the media.
- If not, then call the media outlet's main number, and ask who covers education, community events, or who is the contact person for the library.



The reason for having individual contacts at each local media outlet is so that your press releases and messages do not go into the “great void.” They will go to one certain person who knows how to act on them.

- Establishing a positive relationship with a media contact is simple. Do not wait until you have bad news to call him or her. Get some coverage of positive events.

What are some positive media events? Remember to invite members of the media. Here are some examples....

Local elected official reads stories to children.

Library's birthday celebration features live entertainment.

Genealogical Society sponsors speaker series.

School district honors Teacher of the Year—Reception held in Media Center.

Library Director reports Summer Reading Success to County Officials.

Library partners with Residence Life to provide students with academic after-hours programs on campus.

Library receives matching grant for capital improvements.

Jenny Liberatore, Educational Services Librarian

- 800.999.8558
- jenny.liberatore@lyrasis.org

