

10 Do's and Don'ts for Generating Media Coverage

1. Have a real story. Don't get a reputation for puff-balling, and don't cry wolf.
2. Study your local news media to determine what the editors consider newsworthy.
3. Always be aware of what's happening in your area. Be informed of names, titles and positions.
4. Be up-to-the-minute, not just up-to-date. If news breaks in your favor, use it.
5. Define your message clearly.
6. Define your goals clearly.
7. Define your target audience.
8. Be professional. It's okay to panic as long as no one, particularly the press, knows it.
9. Watch or read how your favorite reporters present the news, and pretend you are addressing your stories to them.
10. Use your imagination and common sense.