



Media Relations Guidelines

Establish and maintain positive relationships with the media, ensuring effective communication and coverage of its activities and initiatives.

Getting to know the media

- **Research:** Identify key reporters, journalists, and media outlets covering emergency services, healthcare, and local news.
- **Network:** Attend media events, introduce yourself to reporters, and build relationships with media professionals.
- **Understand preferences:** Learn about the interests, deadlines, and preferred communication methods of different media outlets and journalists.

Responding to interview requests or inquiries

- **Promptness:** Respond to media inquiries promptly, even if it's to acknowledge receipt and indicate a timeframe for a full response.
- **Preparation:** Gather relevant information, data, and spokesperson availability before committing to an interview or providing a quote.
- **Message alignment:** Ensure that messaging aligns with the objectives and priorities of the association or agency.

Reaching out with a news release:

A news release can be sent when you have newsworthy content. Determine if the information warrants a news release based on its relevance and potential impact. Have:

- **Clear messaging:** Craft concise, clear, and compelling press releases with key information upfront.
- **Distribution channels:** Utilize online platforms, email lists, and distribution services to reach target media outlets effectively.

How often you should reach out to the media:

- **Regular Updates:** Provide updates and announcements to the media on significant events, initiatives, or achievements.
- **Balanced approach:** Avoid overwhelming the media with excessive press releases or outreach. Maintain a balance between proactive and reactive engagement.

Outreach for radio:

- **Timely pitches:** Offer timely story ideas or interview opportunities to radio stations, considering their broadcast schedules.

- **Engaging spokespersons:** Provide articulate and engaging spokespersons for radio interviews, focusing on delivering concise messages.
- **Local relevance:** Emphasize local impact or relevance in pitches to community radio stations.
- **Visual image:** Radio stations have web sites and will post stories. A photo, logo or graphic is beneficial.

Outreach for TV:

- **Visual appeal:** Highlight visually compelling aspects of EMS activities or events to capture TV stations' interest.
- **Available for those visuals:** Ensure availability of EMS personnel, equipment, or demonstrations for TV crews to capture engaging visuals.
- **Advance notice:** Provide sufficient advance notice for proactive TV interviews or coverage opportunities, considering production schedules.

Outreach for Newspaper:

- **Local angle:** Emphasize local angles or human-interest stories relevant to the community in pitches to newspapers.
- **Background information:** Include relevant background information, statistics, or quotes to support story pitches to newspaper reporters.
- **Follow-up:** Follow up with reporters after sending press releases or story pitches to offer additional information or interviews.

Building positive relationships with the media

- **Honesty and transparency:** Maintain honesty and transparency in all communications with the media.
- **Respect deadlines:** Respect journalists' deadlines and provide information in a timely manner. If you cannot meet their deadline, let them know, or ask if there is a way to accommodate their request.
- **Appreciation:** Express appreciation for coverage, whether positive or negative, and provide feedback when appropriate.
- **Avoid bias:** Avoid showing favoritism to specific media outlets or reporters and treat all media professionals equally.