

## **Lunch and Learn – April 9th, 2018**

### **How to Promote Your Services and Needs in Various Media (newspaper, radio, social media)?**

#### **Exchange of Ideas**



- First, determine which media is the most appropriate depending on the news you'd like to share.
- Distinguish between a newsworthy item and something that should go in the community section of different media. For example, to announce a new service or a fundraising activity, it's better to get editorial news coverage in the form of an article. Whereas if you're looking to promote an upcoming training session (offered every two months), use the community bulletin boards of various media.
- To attract media to your news conference, pique their curiosity with a new and original element. Help them find a new angle to talk about your activity, even if it's the 5th edition.
- Share on social media. Any news concerning your organization that appears in newspapers should also be shared on social media afterwards.
- What happens if media make a mistake? You can communicate with the media source in question for a correction to appear in the following edition of the newspaper. You can also clarify on your social media.
- Identify a contact person within the organization who can take all media-related calls. This person can then evaluate who in the organization is best positioned to answer questions from journalists. This employee will then call the journalist back to arrange for an interview. This technique prevents the organization from being caught off guard, especially when the journalist addresses a sensitive or controversial subject. It gives the organization time to prepare.
- Don't hesitate to do follow-up calls to media after a press release is sent to emphasize the importance of your news and their presence at the press conference.

A listing of all media in the region, as well as contact information, was shared with participants who attended this Lunch and Learn.