



# MEDIA RELATIONS & ENGAGING WITH THE PRESS

## TIPS & TRICKS

THE MEDIA IS A POWERFUL RESOURCE TO GET INFORMATION ABOUT THE JEWISH COMMUNITY ONTO THE BROADER COMMUNITIES' SCREENS - WHETHER TV, MOBILE, OR COMPUTER. BUILDING RELATIONSHIPS WITH REPORTERS, THE PRESS, AND OTHERS IN MEDIA IS KEY TO DEVELOPING MEDIA COVERAGE THAT IS ACCURATE.

### **HERE ARE SOME TIPS FOR STARTING AND BUILDING THOSE RELATIONSHIPS:**

- SEE AN ARTICLE OR COVERAGE WITH A GOOD ANALYSIS THAT IS BALANCED? WRITE TO THE REPORTER EITHER VIA EMAIL OR A TWEET! MAKE SURE TO TELL THEM WHY YOU LIKED THEIR PIECE.
- HELP BE A CONNECTION, OFFER TO CONNECT THEM TO THE INDIANAPOLIS JCRC FOR FUTURE COVERAGE SO JEWISH LEADERS CAN BE A RESOURCE.
- ENGAGE WITH OTHER PIECES OF THEIR WORK - WHAT ARE THEY PASSIONATE ABOUT COVERING.

### **REMEMBER:**

- REPORTERS, JOURNALISTS, AND THE PRESS ARE INDIVIDUALS - MANY TIMES, THEY HAVE TO ADHERE WITH THE POWER TO BE AT A HIGHER LEVEL
- MEDIA PROFESSIONALS ARE EXPECTED TO BECOME SUBJECT EXPERTS EVERY SIGNAL DAY QUICKLY - DUE TO THIS, MISTAKES OR DETAILS CAN BE MISSED; REACH OUT THOUGHTFULLY WITH SUPPORT TO OFFER YOUR KNOWLEDGE.