

Media relations

...in 15 minutes or less

The news media is your friend

A story will be told, tell yours

Always be first

GOOD, BAD & UGLY



Youf

<http://www.youtube.com/watch?v=W64AN6taphg>

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Be right & honest

Do your research, be prepared

Center your message

Three message points + evergreen

News media

Who's in your back yard?
Build and foster relationships

Needs & deadlines

Print, TV, radio, internet, etc.

Questions?

