

10 Ways to get Media Attention



WHERE LEADERS ARE MADE

1. Have a great human-interest story that has wide appeal (beyond the organization)

People love to cheer a hero, be inspired by someone overcoming great odds or see unique talents. Tell the story.

2. Have a story that relates to a top story of the day

Media outlets are always looking for a new angles to advance a big story. Give them a different perspective to the headline.

3. Have a strong visual people will want to see Media likes to see “big” – big crowds, big colors, big structures, and lots of movement – people running, jumping and dancing, and in extreme conditions – super hot or super cold. Think about the Polar Plunge stories – big crowds, jumping, icy cold water. Gold!

4. Have a “celebrity” as part of your event

Local celebrities are really good, national celebrities are even better.

5. Give back to the community in interesting ways

Fundraisers that include a silly activity are interesting. (e.g. The Subway Bed Races for Bridging, Polar Plunge for Special Olympics)

6. Provide expert advice

Media outlets are always looking for experts to bring perspective to stories.

7. Have a “Top XX List”

People love lists and so do media outlets. (e.g. Top 5 ways to land a job, Top 10 ways to become a better speaker)

8. Team up with another big name organization

Two or more big name organizations working together can make for a compelling story, especially if the two don't seem to fit together.

9. Offer helpful info vs. self-promotion

An organization's name is not enough to get media coverage. Providing useful information that makes peoples' lives better, provided by a good name is a good sell.

10. Write a great headline

You will choose to read or skip a story based on a headline; so will the media. You decide: Scientists Test Common Items for Bacteria vs. 10 Things in Your Purse that Can Make You Sick.