



WHAT THE MEDIA LIKE AND DISLIKE

MEDIA ADVOCACY TOOLKIT

WHAT DO THE MEDIA LIKE?

- Stories with audience appeal.
- Issues that stimulate debate, controversy, or conflict.
- Stories that create higher ratings and larger audiences.
- Fresh angles or twists on issues that will attract public interest.
- Accurate background information.

WHAT DO THE MEDIA DISLIKE?

- Covering old topics.
- Duplicating stories reported by competitors.
- Reporting inaccuracies or an incomplete picture.
- Receiving numerous calls when on deadline.
- People who persist when a story idea is rejected.
- Organizations that believe their story is interesting simply because it is theirs, or convey the attitude that the importance of their story is obvious.

