

Marcia Howell - Alaska

- Building and Sustaining Relationships
 - Know your reporter's personal interests
 - § Safety Recalls, Bike safety, What are their kids into?
 - Be available and accurate
 - § Answer the phone
 - § Be flexible, they are on a tight time crunch (Keep interview clothes at the office)
 - § Provide back up for stats (links to CDC, NHTSA...)
 - Build and use partnerships with other agencies
 - § Community-based folks: Make friends with big agency media liaisons
 - § Media Liaisons: Make friends with Community Based folks
- Keep it Fresh and Ready to Go
 - Press Release vs Call a Friend
 - Know the reporter's audience
 - Before an interview, make a list of upcoming stories you are working on.
- Newsworthy
 - Buckle Up experience and lessons learned
 - § News wasn't interested in luncheon for police, but does care about teen efforts to increase seatbelt use
 - § News wasn't interested in receiving award for reporting seatbelt use, but was interested in data to support why that information is newsworthy (cost, deaths, injuries prevented...)
 - Turning paid media story into earned media for free coverage
 - § Example of two teen media stories where reporters covered the making of PSA's