

Tips to Become a Valuable Ongoing Source for the Media

Written by PR Etc., Inc.

Published by [Rockford Register Star](#)

Monday, August 23, 2004

Many times “marketeers” are lucky. You pitch a story to the media at exactly the right time or you answer the phone when a reporter is seeking a source for a quick soundbite for a story on deadline.

But how can you turn a timely opportunity into an ongoing relationship with the media to utilize you or your organization’s spokespersons? Here are some tips to help you get into the media’s good graces.

- **Always** return the media’s phone call. Even if you’ve missed their deadline or if you can’t find a spokesperson. This demonstrates courtesy and credibility.
- Keep your word. If you promise to get back to the reporter with something, do it, and within their necessary timeframe.
- Know their deadlines/crunch times. Calling a television station reporter (unless it’s breaking news) 30 minutes before they go on the air is **not** good timing.
- Help the media do their jobs. Provide background materials or other information that may be helpful to the story.
- Be available. Often deadlines come on the weekend or after regular work hours, so provide the media with a cell or after-hours number to be able to contact you.

These simple points can help ensure a long and positive relationship with the media.