

## **COMMUNICATING YOUR STORY TO THE MEDIA**

E-mail is the preferred method of communication with reporters.

Phone calls can be a way to communicate, particularly if you are following up. Ask if they are on deadline, and be very efficient with your words. Get to the point quickly.

Be ready to provide the media with everything they need as soon as you make a pitch to them – have your spokesperson available, and images and any background material ready.

They are always under pressure and on deadlines. All communication should be focused, and follow up need to be quick.