



Rhode Island Tobacco Control Network

Media Advocacy

Tips for Contacting the Media

There are many ways and reasons to reach out to the media, and advocates for the arts and design sectors should use media advocacy as a means of influencing key decision-makers. For the sake of credibility, we should engage in media outreach when we have something that is actually **newsworthy**. When we get our issues covered by relevant media in a way that supports our advocacy goals – by framing the problem or our proposed solution – our campaigns are more likely to succeed. Media matters. Follow the rules.

- **Media Advisory** – Sent 3-4 days before an event, a media advisory alerts and invites the media. It should provide just enough ‘teaser’ information to get the press to attend - the logistical *who, what, where, when and why*.
- **Press Release** – Distributed the day of an event or can be embargoed a day or two before, a press release should include most important details of your message, including data and quotes.
- **Letter to the Editor and Op-Eds** – Usually submitted in response to something that has been covered in the news recently. Offers a personal or professional perspective on the issue. Op-Eds are longer and may have two authors.

Contacting Television Media

- Do not call TV reporters immediately prior to or during the news cycle.
- Best time to call TV reporters is 7AM-8AM; 9:30AM-11:30AM; and 1PM-4PM.
- Most daytime assignment editors complete their daily meetings before 9AM. If checking to see if they are covering an event day-of, call between 7AM and 8AM or if it is the day before 1PM-4PM.
- Plan ahead for Monday events and news. Information must be received Thursday or Friday the week before.

Contacting Print Media

- Try to make call earlier in the day between 10AM-1PM as most are working to meet deadlines toward the end of the day.
- Be mindful of the deadlines for weekly, daily, and monthly publications. Each require different lead times based on printing schedule and frequency.

Please let us know when you're contacting the media so we can alert you to any relevant updates related to our policy goals!