

Media Engagement Notes

- Don't get discouraged if the media can't show up at one event, keep inviting them.
- Make it easy on them - have a press kit that shares your story, resources, appropriate hashtags and relevant information.
- Keep in mind, Saturday at 10 a.m. is a very busy time for media and when they are the least staffed. Wednesdays are the best days to try to reach media.
- Send an email with your event information and follow up with a phone call.
- Build relationships with local reporters - they are always looking for local resources and experts.
- Tag news reporters and their stations in posts.
- Follow reporters on social media and tag them when looking for coverage.
- Continue to think outside the box.
- If you don't know your DEA Division's PIO and Community Outreach Specialist - get to know them!