



Knowing Your Local Media (Revision date 1-12-2013)

Each organization that wants to get its events and activities publicized must have a media “face.” This is a person or persons who interact with the media and become synonymous with that organization. This way, the media knows whom to contact when they have a question or request of that organization.

The media face of an organization should develop a working relationship with the various local media. That person should be able to put a “human face” on the Tea Party movement on behalf of your group.

Some ways to build relationships with your local media:

- Call them:
 - Introduce yourself as a media rep for your organization.
 - Invite them to coffee.
 - Ask for a brief appointment (10 minutes) to introduce yourself and your organization face to face.
 - Verify contact information as they are change numbers and people frequently:
 - Faxes
 - E-mails
- Verifying content and form:
 - Verify the exact format, font style, and size for all written submissions that they prefer.
 - Verify whether Word docs or PDF’s are preferred.
 - Verify deadline dates and times.
 - It is all about making it easy for them to use what you give them.
- Submit letters to the editor regarding issues the paper seems to be highlighting about local issues.
 - This is an opportunity to provide the Tea Party perspective on that issue.
 - Most editors now recognize that many of their readers are members of the Tea Party and are now more apt to include that point of view, too.

Once a relationship has been established, you will find that your organization’s point of view will be sought after by the media on certain occasions.

- Be prepared for that spontaneous phone call from a reporter who is trying to meet a deadline that needs a TP person’s perspective.
- Touch bases with the paper’s editor via e-mail and phone calls:
 - Occasionally include kudos.
 - Suggestions.
 - Comments.
 - Other points of view.

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To **further your relationship** and to let him/her know that you are paying attention to what they do.

- Keep in mind that a relationship with the media is not your normal relationship between friends.
- It is very one-sided and the only edge we have is to build a very positive working relationship between people and hope that some respect is established.