



# Region 2 Public Information Officer Network

[www.iowaregion2preparedness.com](http://www.iowaregion2preparedness.com)

## Building Relationships with Local Media

The following tips were compiled from the Region 2 PIO Network Media Panels during FY 10-11.

### **General Tips:**

- Build relationships before emergencies happen
- This can be done by providing information to the media in a well organized manner

### **Tips when Emailing Reporters:**

- Your subject line is very important, make sure it clearly states your topic.
- Use brief bullet points to list out the information, not paragraphs of words.
- Include Who, What, Where and When.
- Show a direct local effect.
- Offer ideas that could expand the story: For a flooding story; water safety, mold cleanup, evacuation, electrical safety
- Offer helpful links
- Photos are fine to send with newspaper releases.
- Be cautious when listing numbers, they don't always transfer well.
- Send information in a common program such as a word document or pdf file.
- Don't send multiple attachments.
- Send information to all local media sources, tv, radio, newspaper.
- Provide after hours contact information.

### **Tips For Organizing Media at an event:**

- Media representatives have ID with them at all times.
- Be fair to all participating media.
- Event coordinators set the rules, not the media.
- Local media follows embargos.
- Conference times work best mid morning for television.
- Provide handouts with printed
- North Iowa media seem to have their own resources for power and fuel requirements in the event the situation last for an extended times

### **Other Media facts:**

- A soundbyte on TV only lasts 10-15 seconds, make your words count!
- Media utilizes social media accounts so your information will also be put on facebook, twitter and alerts if necessary.
- The media can be critical access for local resources and also provides blanket coverage for emergencies - posts go to all of their affiliates.
- Media live chats see about 2,00-5,000 visitors during weather events and emergencies

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