



## **SPREADING THE WORD: *How to work with your news media to tell the story of Friendship Force***

During the 40<sup>th</sup> Anniversary year of Friendship Force International, local club presidents and public relations teams will want to reach out frequently to local news media to keep the public informed of our celebrations and events.

News media relationships are really no different than any other type of personal relationships. However, the news media are always very busy chasing or writing news, or on deadline for publication, broadcast, writing their blog, tweeting, or other posting on social media. They are not inattentive or aloof - just very busy and hard to reach.

So, here are some tips for courteously sharing our news with the news media and bloggers during our 40<sup>th</sup> Anniversary. This is a six-step process to success in news placement!

1. Use the News Release Template we've provided to you to write your news release.
2. Research your local news media, including print, TV, radio and bloggers. Identify contact information for the editor for print publications; the assignment or planning editor for TV; the program director for radio; and news bloggers.
3. Reach out to them first with an introductory email and ask if you can send them some news from Friendship Force International. If no reply, give them a call in the morning, before 9 a.m. your local time, and connect or leave a message. If no reply, send another email asking nicely for a response. Be cordial, courteous, and persistent, but not pesky. Be nice always. You will surely develop a relationship with one of them with this process.
4. Once you have connected, and the journalist or blogger has agreed to receive your news, ask them how they prefer to receive it: email, text, fax or hand-delivered. Most will want the release sent to them by email. Always cut and paste the news release into the body of an email and send it to them. Journalists do not like email attachments because computer viruses are transmitted that way.
5. In the email, ask the journalist or blogger to inform you that they have received the release. If there is no response, give them a quick call. Don't ask when it will be published or broadcast because they don't know at that point.
6. When your story is published, posted online or broadcast, be sure to capture internet URLs or "hotlinks" to the story that you can then share with others (including [us at FFI Headquarters!](#)), post on your Facebook or other social media platform.
7. And finally, if you are having difficulties connecting with your news media, please send an email for help to our news media/public relations team member, Andrew Bowen, at [ab@clearviewcom.com](mailto:ab@clearviewcom.com).