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**Working with the Media Outline**

**March 13, 2019**

1. Building Relationships
   1. Press List
   2. Following reporters and their beats
   3. Personal contacts
   4. Becoming a trusted source
   5. Exclusives and timing
   6. On and off the record
   7. Who speaks for you and under what rules
2. Making News
   1. Press Conferences
      1. When to hold one
      2. Speakers
         1. Who should speak
         2. How to prepare them
      3. Who else should be there
      4. Where should it take place
      5. When should it be
      6. What should you bring
      7. Follow up
   2. Getting Media to Events
      1. What is newsworthy
      2. Location, timing
      3. Making people available to speak with press
   3. Media Advisories
      1. When to use them
      2. How to write them
      3. Follow Up
   4. Press Releases
3. Sharing Your Opinion
   1. Letters to the Editor
   2. Op-Eds
   3. My Views
   4. Editorial Board Meetings