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# 10 Ways to get Media Attention



WHERE LEADERS ARE MADE

- 1 Have a great human-interest story that has wide appeal** (beyond the organization)  
People love to cheer a hero, be inspired by someone overcoming great odds or see unique talents. Tell the story.
- 2 Have a story that relates to a top story of the day**  
Media outlets are always looking for a new angles to advance a big story. Give them a different perspective to the headline.
- 3 Have a strong visual people will want to see**  
Media likes to see “big” – big crowds, big colors, big structures, and lots of movement – people running, jumping and dancing, and in extreme conditions – super hot or super cold. Think about the Polar Plunge stories – big crowds, jumping, icy cold water. Gold!
- 4 Have a “celebrity” as part of your event**  
Local celebrities are really good, national celebrities are even better.
- 5 Give back to the community in interesting ways**  
Fundraisers that include a silly activity are interesting. (e.g. The Subway Bed Races for Bridging, Polar Plunge for Special Olympics)
- 6 Provide expert advice**  
Media outlets are always looking for experts to bring perspective to stories.
- 7 Have a “Top XX List”**  
People love lists and so do media outlets. (e.g. Top 5 ways to land a job, Top 10 ways to become a better speaker)
- 8 Team up with another big name organization**  
Two or more big name organizations working together can make for a compelling story, especially if the two don't seem to fit together.
- 9 Offer helpful info vs. self-promotion**  
An organization's name is not enough to get media coverage. Providing useful information that makes peoples' lives better, provided by a good name is a good sell.
- 10 Write a great headline**  
You will choose to read or skip a story based on a headline; so will the media. You decide: Scientists Test Common Items for Bacteria vs. 10 Things in Your Purse that Can Make You Sick.