

Media

Communicating with the Media

Communicating with the media can be a good way to advertise and spread the word about your Venture. It may also help by promoting fundraising efforts, increasing membership, finding volunteers, and raising awareness about your cause. The media often has certain criteria that need to be met before they decide to cover a story. Below are some things to keep in mind as you approach the media.

Know your story. Be able to describe your Venture in a short, compelling way. Think about the “point” of what you are doing. What is the most important thing you want people to know about your Venture? Why would they be interested? Crafting your message ahead of time will help ensure that you relay the same information in all of your communication. You want to make sure that each team member understands and uses that message when talking about your Venture.

Prepare a media kit. A media kit is a professional looking “ready to go” packet of information that explains your Venture. The media kit should contain brochures, fact sheets, recent press releases, media coverage that your Venture has received, and your contact information. By keeping an ongoing record of your successes, you will be able to easily share your achievements with the media and the public.

Create a media contact list. Before you contact the media, do some research to find out which news outlets and reporters to contact. A media list should include contact information for media members who have previously been in contact with you, or who you think may be interested in your work. Reporters who write about community activism, youth culture, or human interest stories could be receptive to your message.

Safety Note: Make sure to talk with your parent and Ally before sharing any personal Team information such as full names and phone numbers with the media.

Send updates. Keep media members updated on your project. Let them know when your Venture holds an event, receives an award, or makes impact on the community. Send press releases to local radio stations, newspapers, magazines and television stations. For more information, read Youth Venture’s [“Press Releases”](#) tip-sheet.

Write a letter to the editor. If you read an article that is somehow related to your Venture, and you’ve got something to say (good or bad), you’ve got an opportunity to possibly gain publicity for your Venture and your issue by writing a letter to the editor.

Be prepared. Make sure to have something to say if and when the media contacts you back, or if someone from the community sees your letter to the editor. A good tip is to keep a note card with important talking points about your Venture next to your phone. This will help you strongly articulate your message on short notice and prevent you from being caught off guard.

More YV Tip Sheets

Check out these additional YV Tip Sheets:

- [Press Releases](#)
- [Elevator Speeches](#)
- [Messaging](#)