

# OnWrd&UpWrd

MARKETING AND COMMUNICATIONS

## A RECIPE FOR NATIONAL MEDIA COVERAGE


### TIP SHEET








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Securing national media coverage isn't just a stroke of luck; it's a carefully crafted strategy with numerous critical components. From the initial spark of a newsworthy item to the relentless pursuit of follow-ups, every step is a deliberate move in the dance of media relations. Let's break down this recipe for success and understand how each element, from building journalist relationships to infusing your narrative with creativity, plays an integral role in capturing the national spotlight.

 You've got to **start with a pinch of newsworthiness**. This could be a unique product, a major milestone or an unusual story that grabs attention. Remember, the right flavor of newsworthiness is essential.

 Next, **add two cups of relationships with journalists and influencers as well as the right tools** to find contacts at the outlets you want to be featured in. Both regular interaction and an understanding of their interests are crucial.

 You'll want to **mix in a handful of expert positioning**. Use thought leadership articles and speaking engagements to establish authority, so people believe you're an expert worthy of talking to.


 **Include a dash of timeliness**. Align your news with current trends and events that are already in the national spotlight.

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 **Stir in three tablespoons of compelling storytelling.** Craft your message to be engaging, relatable and memorable.

 Don't forget to **sprinkle in some social media savvy.** Amplify your message and engage with your audience and journalists online.

 And of course, **squeeze in some creativity.** Stand out with unique visuals, events or interactive content.

 Finally, **mix it all with a large bowl of persistence.** Follow-ups and resilience are often key to catching the eye of the national media.

Achieving national media coverage is a significant milestone for any association, as it amplifies your message, enhances credibility and extends reach far beyond your immediate network. This level of exposure can be a game-changer, elevating your association's influence, attracting new members and reinforcing its position as an industry leader. By following this recipe, you lay the groundwork for impactful media presence that can yield substantial, long-term benefits for your association and its members.

