



## ***DTSB Summer Learning: Getting the Media to Tell Your Story***

Presented by Stephanie Krol of SKPR Media

### ***How to Be a Source for Media***

### ***Notes:***

- Introduce Yourself
- Stand Out
- Be Helpful/Be a Friend
- Be Flexible
- Respond, Be a Connector
- Be Proactive

### ***Tips for a Better Press Release***

- Avoid Jargon
- Keep it Short and Sweet. . . 1 page!
- Think Like a Reporter . . . Put All the Details In
- Include Key Messages Word for Word
- Add a Powerful Quote
- Use a Boilerplate —About Us

### ***How to Nail a Media Interview***

- Get All the Details
- Do Your Homework
- Practice, Practice, Practice
- Speak in Sound Bites or Bullets
- Be Yourself. Be Compelling. Tell YOUR Story
- Give Thanks

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