

Working with Broadcast Media

Television Stations

News Programs

- TV news programs deal with news items of national, regional, and local scope.
- They cover events that look unusual.
- News releases should go to news director and appropriate reporters.
- Be sure to maintain contact with sympathetic reporters.
- Be aware of other events on the same day. Remember that Mondays and Saturdays are often “news short” and that planning an event on either day could improve coverage.
- Coverage depends on competition for air time to a greater extent than is true for space in newspapers.

Radio Stations

News Programs

- Follow advice given for TV.
- They will accept news releases and will use them in broadcast whenever possible.
- Releases should go to news director.
- Some stations prefer hand delivery – never a bad idea when you have the time.

Television and Radio

Public Service Announcements (PSAs)

- Phone central switchboard to find out details regarding format of PSAs and procedures for using them.
- Check to see if stations prefer taped announcements.

Special Programs/Call-In Shows and Interviews

- A variety of radio and television programs deal with issues of local interest. They often use interviews and stories with local flavor.
- Talk shows will often do a program with an articulate spokesperson – either local or out-of-town.
- Contact the host about a month in advance. Send background information, including biographical data of experts and other visitors as well as materials about the issue.
- Choose an articulate group member with a good voice.
- Plan your group’s agenda in advance and role play questions and answers until you are comfortable. Have a brief but complete opening statement for introduction.
- Public and cable television stations are generally more approachable than are commercial stations.
- Public, alternative and campus radio are usually very approachable and more issue-conscious than are commercial stations.