



#MoveTogetherKC

Tips for Garnering Earned Media

- 1. Share a compelling story:** develop a newsworthy narrative about your organization's efforts to increase physical activity and movement in the Kansas City area. Emphasize personal stories, human relations, and how your work is making a difference in people's lives.
- 2. Find unique angles:** look for innovation, challenges, barriers and unique perspectives that your organization or the people you serve can contribute to the conversation about physical movement.
- 3. Promote local events or programs:** tie your story into local events, programs or trends to ensure you're giving timely, relevant news. This increases your chances of coverage, because it aligns with current events in the community.
- 4. Create easily shareable content:** you can also develop your own content that is not only interesting, but easily reshared on social media. Engaging visuals, infographics, videos and more can be shared by journalists and your current audience.
- 5. Make it easy:** if you submit a story idea, give the news organization as much information as possible, including talking points, visuals such as video b-roll or photos, graphics and anything else to make reporting on your efforts as easy as possible.
- 6. Engage in community outreach:** partnering with other organizations in the community can attract positive attention, since the impact is expanded through partnership and collaboration.
- 7. Offer expert commentary:** your organization and the people in it are experts in your field. Offer compelling quotes, commentary and participation as a trusted source of information.
- 8. Monitor media coverage:** regular monitoring of your industry's media coverage helps you keep an eye on the latest news, and allows you to respond quickly and effectively to emerging stories. This proactive approach keeps you informed and engaged.
- 9. Use press releases effectively:** don't forget to send press releases announcing notable news for your organization, including new initiatives, partnerships, events and more.
- 10. Stay consistent and care:** consistent positive interaction, especially through real relationships with local news organizations, benefits both you and a news reporter/producer. Together, we can share good news that benefits our community!