

Media Relations Tip Sheet

The Communications and Member Services Department offers a number of services to support media relations requests, including press release drafting and review, media outreach strategy, development of media briefing materials, and social media activities. The best media outreach is planned in advance, is targeted to specific audiences, and ties closely with news of the day.

Here are a few tips for making the most of every opportunity to publicize NACDD's work.

Working with the Communications and Member Services Department:

- All media outreach and interaction, whether proactive or reactive should be conducted in close collaboration with the Communications and Member Services Department.
- **Typically, at least three business days are requested for review of materials; timelines for the development of media plans will be evaluated on a case-by-case basis.**
 - *For non-urgent matters*, such as planning publicity for a conference or publication, fill out the [Creative Product and Media Outreach Request Form](#) to begin the media outreach process.
 - *For urgent matters*, such as when a journalist directly contacts a staff member or consultant, contact the Director of Communications, Paige Rohe, prohe@chronicdisease.org, to receive assistance with managing and responding to the inquiry.
- Consultants and Headquarters staff are encouraged to reach out early and often to the Communications department to brainstorm ideas and develop strategies to publicize NACDD work.

Preparing for media outreach

- To understand whether a story may have media interest, it helps to try to think like a journalist. Ask some of these questions and work on developing the answers:
 - What is happening?
 - How is NACDD important to the story?
 - When is it happening?
 - Why is it important right now – is this a different take on another news story going on; or the first time something is happening?
 - Who would be most interested in reading or learning about this story (such as a local community, academics, physicians, or other stakeholders?)
 - Who on the NACDD team is an expert on this issue?
 - Can a journalist come see or do something related to the story?
 - Is there a report, research, or anything a journalist can refer to for more information on the story?

Where to get more help

- When ready to begin drafting a press release, use the [Press Release Template](#) to follow NACDD standards and formatting.
- Review the [Best Practices for Working with the Media](#) Tip Sheet to help prepare for interviews or other interactions with journalists.

For additional questions about media outreach, contact the Paige Rohe,
Director of Communications, prohe@chronicdisease.org.