



Media Relations Introduction

Media relations is an essential communications tool in helping to increase the visibility of an organization or to raise awareness of a topic, issue, product or need. Media relations is a public relations tactic that attempts to secure media stories and articles around an issue, topic, product, campaign or organization. One of the most important things to keep in mind when using media relations is: it is NOT free advertising.

With advertising, you are guaranteed to get your messages placed in the exact way and wording you want because you are paying for it to be that way. With media relations, you supply the information to an editor or reporter and they are the ones to determine the way and wording the information will be presented to the public. This is where a targeted media relations campaign with effective materials comes into play. All you can do is to provide the editor/reporter with the most accurate, knowledgeable and insightful information you can.

This Media Toolkit provides the resources and tools needed to develop and implement an effective media relations campaign.

In an ideal world, media relations is about day getting a story.

Successful media relations includes:

- Media relations
- Pitch development
- Support materials
- Interview preparation
- Media follow-up

You also need to be prepared to handle the media. You could overreact or underreact, and neither will help.

General media relations tips include:

- Media relations
- Pitch development
- Support materials
- Interview preparation
- Media follow-up



Illinois Suicide Prevention Coalition Local Media Toolkit Table of Contents

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Illinois Suicide Prevention Coalition Local Media Toolkit May 2007



The Illinois Suicide Prevention Coalition is a 501(c)(3) non-profit organization. It is a coalition of individuals and organizations who are committed to the prevention of suicide in Illinois. The Coalition was formed in 1998 and has since then been working to raise awareness of suicide, provide support for those who are struggling, and promote the availability of mental health services.



P: 1-866-571-9594
E: info@marketm.com
www.marketm.com

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Illinois Suicide Prevention Coalition