



# **What Journalists Want**

Tools to Reach Journalists and  
Track News

# What Reporters Say

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- They are under major time constraints
  - They want reliable facts and figures
    - Contact information to verify the credibility of the source
    - Data must be up-to-date and easily manipulated; also good to have domestic/international comparisons
  - They prefer search engines over individual web sites
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# Connecting With Reporters

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- Web sites and other electronic strategies are **NOT** a substitute for personal relationships
  - Many journalists are currently in a transition stage
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# Building and Maintaining Relationships

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- Face-to-face meetings
  - Phone calls
  - Emails
  - Faxes
  - Snail mail
  - The importance of Daybooks (see handout)
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# Reaching Reporters

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- Daybooks
  - Databases
    - Microsoft Outlook
    - Directories
    - Media Map
  - Audio Press Briefings
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# Reaching Reporters

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- Web sites: Press room button
  - Can be added to existing sites
  - Background information and facts
  - Minimal upkeep

CENSUS **2000** INITIATIVE

**News Alert Archive**

[Click here to receive the latest Census 2000 news via email](#)

[2000](#) | [1999](#) | [1998](#) | [1997](#) | [1996](#)

**2001**

[Senate Committee Holds Hearing On Bush Choice To Head Commerce Department - January 5, 2001](#)

**2000**

[Census Bureau Reports Final Mail-Back Rates; Court Hears Preliminary Arguments in Virginia Redistricting Case- September 22, 2000](#)

[Early Fall Update: Commerce Weighs Comments On Proposed Adjustment Decision Rule; House Members Spar Over Census Investigation; Virginia Redistricting Case Attracts More Litigants -September 8, 2000](#)

- Fact Sheets
- Calendar
- News Alert Archive
- Civil Rights and the Census
- Stakeholder Links
- Other Census Resources
- Census 2000 Initiative Summary
- Sign-Up to Receive E-Mail News
- Search Site
- Home

**Facts about the Pain Relief Promotion Act - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Copy Paste

Address <http://www.stopprpa.org> Links »

[Sign up to receive the latest PRPA news by e-mail.](#)

Help stop the misnamed  
**Pain Relief Promotion Act**

[About the bill](#)

[Groups opposed to PRPA](#)

[Press Room](#)

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## Press Room

**Press Materials:**

- [Nine reasons why the "Pain Relief Promotion Act" is bad medicine](#)
- [Background on the Bill](#)
- [Myths and Facts about PRPA](#)
- [The groups that oppose PRPA](#)
- [Statements by select groups that oppose PRPA](#)
- [Text of HR 2260](#) (Requires the free [Adobe Acrobat](#) to view)

**Press Contacts:**

If you would like more information about the misnamed "Pain Relief Promotion Act," arrange for interviews with medical experts, or learn more about the groups opposed to the Act, please contact:

John Giglio  
PRPA Campaign Coordinator  
American Pain Foundation  
(202) 246-6339  
[johndgiglio@earthlink.net](mailto:johndgiglio@earthlink.net)

**Retrieve News Updates**

To receive e-mail updates about the development of the misnamed Pain Relief Promotion Act (S 1272) [fill out this form](#).  
None of this information will be given to third parties or used for commercial purposes.

Find out the [Myths & Facts](#) of PRPA

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[Quotes](#) from selected editorials against PRPA

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[Sign up for news updates](#)

Internet

Start | [Inbox](#) -... | [Micros...](#) | [Facts ...](#) | 10:34 AM

# Reaching Journalists

- Web site specifically targeted to journalists
  - Must be updated at least daily
  - Facts must be reliable and come from a variety of sources
  - Must be aggressively marketed

● <http://www.PLANetwire.org> ●



Tuesday, January 9, 2001



The reporter's guide to issues related to international family planning, population, reproductive health, and the environment.

FAQ

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Recent News

White Ribbon Alliance for Safe Motherhood

On Jan. 8, advocates and members of Congress launch a new campaign on behalf of the 600,000 women worldwide who die each year in childbirth. [more...]



Global Trends 2015

A study released Dec. 18 by the National Intelligence Council spotlights major population and natural resource trends that will affect future U.S. strategic interests. [more...]

Latest press releases:

- 1/5/01 Global Health Council Press Release: White Ribbon Alliance for Safe Motherhood
1/5/01 Population Council Press Release: Brazilian Doctor's Pusuade Women to "Choose" Cesarean Delivery
1/5/01 Population Council Press Release: Brazilian Doctor's Pusuade Women to "Choose" Cesarean Delivery

Why Family Planning Matters

Family planning programs: provide reproductive health care that saves the lives of women and children; offer choices to the 600 million people worldwide who use contraception and the millions more who would do so with better access to good quality services; and help safeguard the environment by contributing to slower population growth. Read the facts from Johns Hopkins University and the U.S. Agency for International Development.

News Beats & Issues Areas

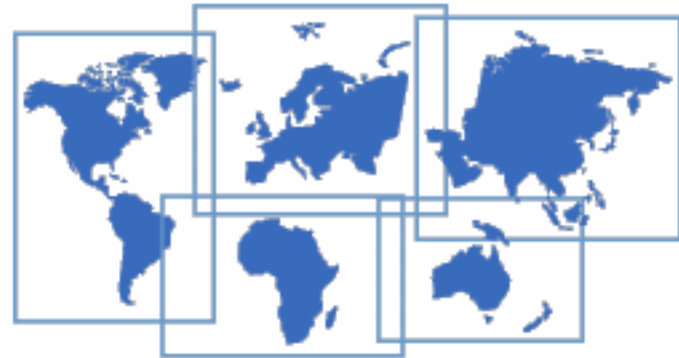
- Business Foreign Correspondent
Census/Demographic Health
Children/Youth Political
Editorial Religion
Education Women
Environment Other Emerging Issues
Features

stay informed

# Push Technology

- PUSH Journal

The **PUSH**  
Journal



Periodic **U**dates of **S**exual and Reproductive **H**ealth Issues Around the World

# Tracking News

## ● On-Line Services

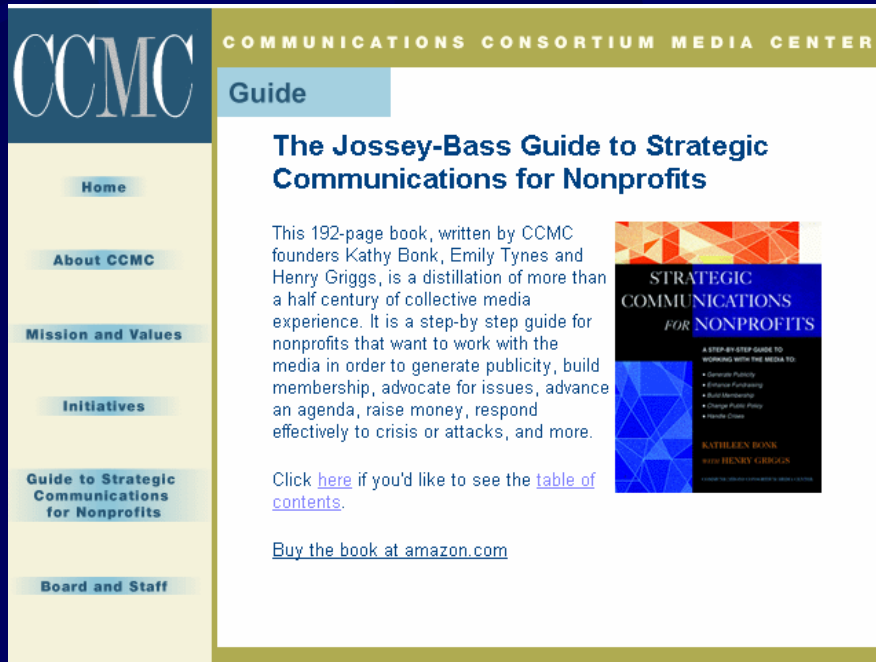
- Web-based searches
  - Pushed emails and customized websites
  - Issue-specific news bulletins from non-profits
- Subscription Services
  - Lexis-Nexis
  - Dialog
  - Dow Jones Interactive
- Media analysis

# For More Information



Communications Consortium Media Center  
1200 New York Avenue NW  
Suite 300  
Washington DC 20005-1754  
Tel: 202-326-8700  
Fax: 202-682-2154  
Email: [info@ccmc.org](mailto:info@ccmc.org)  
<http://www.PLANetwire.org>

# The Jossey-Bass Guide to Strategic Communications for Nonprofits

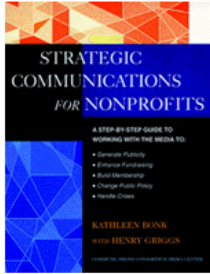


**CCMC**  
COMMUNICATIONS CONSORTIUM MEDIA CENTER

**Guide**

## The Jossey-Bass Guide to Strategic Communications for Nonprofits

This 192-page book, written by CCMC founders Kathy Bonk, Emily Tynes and Henry Griggs, is a distillation of more than a half century of collective media experience. It is a step-by-step guide for nonprofits that want to work with the media in order to generate publicity, build membership, advocate for issues, advance an agenda, raise money, respond effectively to crisis or attacks, and more.



Click [here](#) if you'd like to see the [table of contents](#).

[Buy the book at amazon.com](#)

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**Initiatives**

**Guide to Strategic Communications for Nonprofits**

**Board and Staff**

<http://www.ccmc.org/guide.htm>