

Tips for Forging Strong Media Relationships

1. Work on a journalism or news competition awards program.
2. Take a reporter out for coffee.
3. Send a thank-you note.
4. Read what they read, read what they write, read their blogs...and let them know that you did.
5. Find time for face time.
6. Keep notes about reporters' birthdays, their service anniversaries with the news organization, and any promotions or awards.