TYPES OF MEDIA AND WHAT MAKES THEM DIFFERENT

PRINT

- Includes newspapers, magazines and newsletters
- Can be daily (major newspaper), weekly (community/neighborhood newspapers) or monthly (magazines)
- Covers breaking news and relevant feature stories
- Deadline-driven, usually 5 p.m.
- Can provide more in-depth coverage and details

How to work with them

- Identify the appropriate contact – reporters tend to cover specific areas or "beats" (i.e., health, education, sports, etc.).
- Remember photo editors; a photo-with-caption placement can be just as valuable as a full article.

TELEVISION

- Covers breaking news
- Timely and feature-oriented
- Visual medium
- Mainly short-lead, with opportunities for long-lead series, especially during "sweeps" months (February, May, July and November)
- Typical deadline for 5 p.m. or 6 p.m. newscast is 3 p.m.
- Typical deadline for 10 p.m. or 11 p.m. newscast is 6 p.m.
- Less opportunity for in-depth coverage; stories tend to be less than 1½ -2 minutes

How to work with them

- Offer the opportunity to "go live" and shoot behind-the-scenes footage.
- Present different opportunities for different newscasts.
- Invite the reporter to participate in the activity on-air.
- During an interview, speak in 20-second-or-less sound bites.

RADIO

- Format-based (i.e., adult contemporary, oldies, country, alternative, news talk, etc.)
- Auditory medium
- Short-lead, breaking news
- Each station is required to devote time to community service programming
- Stories tend to be 40-60 seconds

How to work with them

- Offer the opportunity to "go live."
- Offer interviews with expert guests.
- During an interview, speak in 20-second-or-less sound bites.