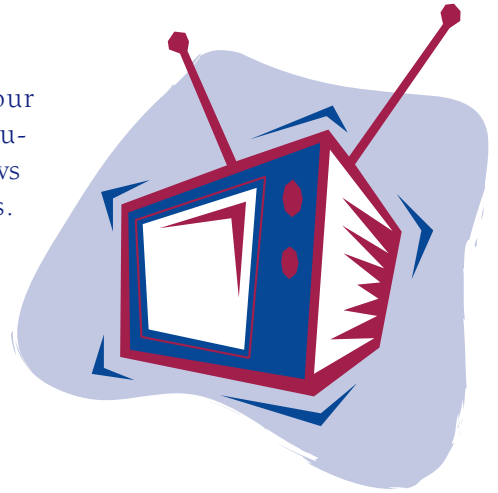


The news media in your community and state present your business and state/national association with many opportunities for publicizing your contributions and activities. The news media reaches both the general public and policy-makers.

It is important to understand how the media works in order to get good press for nursery and landscape-related stories. A vital part of that understanding is knowing what the media wants and how to give it to them.



### What Reporters Want

- ◆ Developing stories or programs that have good audience appeal.
- ◆ Having an early jump on their competitors.
- ◆ Getting space or air time for which other reporters at the same paper/magazine/station compete.
- ◆ Uncovering a unique angle to a story.
- ◆ Having access to newsmakers, experts and valuable information.
- ◆ Maintaining objectivity about their stories.

### What Reporters Avoid

- ◆ Wasting their time.
- ◆ Missing deadlines for filing stories.
- ◆ Printing inaccurate, incomplete or irrelevant stories.
- ◆ Covering topics or issues that have already been covered.

### Put Together Your Own Press List

Know who the editors and reporters are at each of the local newspapers, magazines, radio and TV stations who are likely to cover stories related to your involvement with the industry and association's grassroots activities (especially issues that affect your local economy and community). Make a list and keep it handy—refer to the *Media Relations Check List* on the next page.

Don't forget the reporters who cover the trade press. If you don't already have a list of these reporters, call ANLA communications staff at 202-789-2900. It might help to keep a list of all the magazines, newspapers, journals, and newsletters that are read by people in the nursery and landscape industry.



## Media Relations Check List

- Press Kit**, including:
  - ◆ Bios of owners/key staff
  - ◆ Fact sheet on company
  - ◆ Fact sheet on industry
  - ◆ Fact sheet on benefits of plants/landscaping
  
- Local Media Contacts**
  - ◆ Name
  - ◆ Address
  - ◆ Phone/fax/email
  
- Photo Library**
  - ◆ Black/white and color shots of company/products/staff
  
- Company Spokesperson**
  - ◆ Streamlined process for approving interviews and requests for information
  
- List of Recent Donations** (e.g. plants, landscaping for schools, community, charities)
  
- List of Publicity Partners** (e.g. homebuilders, realtors, public gardens/arboreta)
  
- Schedule of Media Opportunities/Special Events** (e.g. hosting a tour; planning a congressional/constituent fundraiser at company, special holiday events)