

Civil Air Patrol



Build Your Reach by Building Solid Media Relationships

31 August 2017
San Antonio, TX



Building Solid Media Relationships

- Build your media database
- Know them before you need them
 - *Be social with media on social media*
- Give them what they want
- Discussion



Build a media database

- Know and use all available resources!

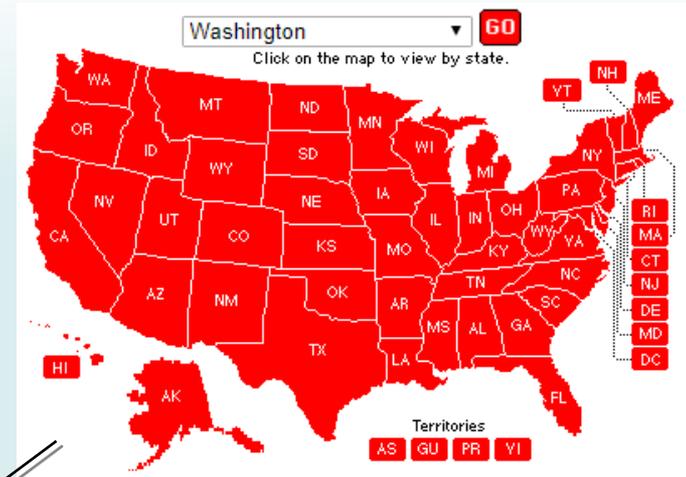
- ABYZ News Links:

<http://www.abyznewslinks.com>

- SparkAction

<http://sparkaction.org/act/media>

- 



Newspapers

- [Anacortes American](#) - Anacortes, WA
- [Ballard News-Tribune](#) - Burien, WA
- [Bellingham Herald](#) - Bellingham, WA
- [Business Examiner](#) - Tacoma, WA
- [Cashmere Valley Record](#) - Cashmere, WA
- [Centralia Chronicle](#) - Centralia, WA

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Build a media database

- **Who should you include?**

- Newspaper
- Radio
- Television
- Anchors
- Local reporters
- Assignment editors
- Producers and directors
- Aerospace reporters
- Community bloggers
- Public Access Hosts
- Military PAOs
- Local AFA Chapters



Build a media database

- **Don't discount a generic news desk inbox:**
tips@news.com
 - *Email this even if you have a direct media contact at the station!*
- **If you know one email, you may know them all.** Companies generally use a standard format for email:
 - *If Kate Smith is ksmith@news.com, then John Davis is likely jdavis@news.com*



Build a media database

Contacts ▾

NEW CONTACT

My Contacts (896)
Starred
Media (126)
AFA Contacts (17)

Circles (2)
Most Contacted (20)
Other Contacts (1401)
Directory
New Group...
Import Contacts...

<input type="checkbox"/>	<input type="checkbox"/>	Contact Name	Notes
<input type="checkbox"/>	<input type="checkbox"/>	News-62AW Public Affairs	Local military PAO
<input type="checkbox"/>	<input type="checkbox"/>	News-AFA-Fran McGregor	AFA Newsletter
<input type="checkbox"/>	<input type="checkbox"/>	News-AlasksAirlines	Local aviation partner
<input type="checkbox"/>	<input type="checkbox"/>	News-APSeattle	
<input type="checkbox"/>	<input type="checkbox"/>	News-AuburnReporter	Smaller market media
<input type="checkbox"/>	<input type="checkbox"/>	News-AuburnReporter-Rober...	
<input type="checkbox"/>	<input type="checkbox"/>	News-BellinghamHerald-Dan ...	
<input type="checkbox"/>	<input type="checkbox"/>	News-BonneyLakeSumnerCo...	
<input type="checkbox"/>	<input type="checkbox"/>	News-CamasPostRecord-Da...	
<input type="checkbox"/>	<input type="checkbox"/>	News-Chronicle-Kaylee Osow...	
<input type="checkbox"/>	<input type="checkbox"/>	News-Chronicle-Wagar	
<input type="checkbox"/>	<input type="checkbox"/>	News-CNN-CascadiaIntervie...	

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Know them before you need them

- National Incident Management System (NIMS) Basic Guidance for Public Information Officers:

MEDIA RELATIONS

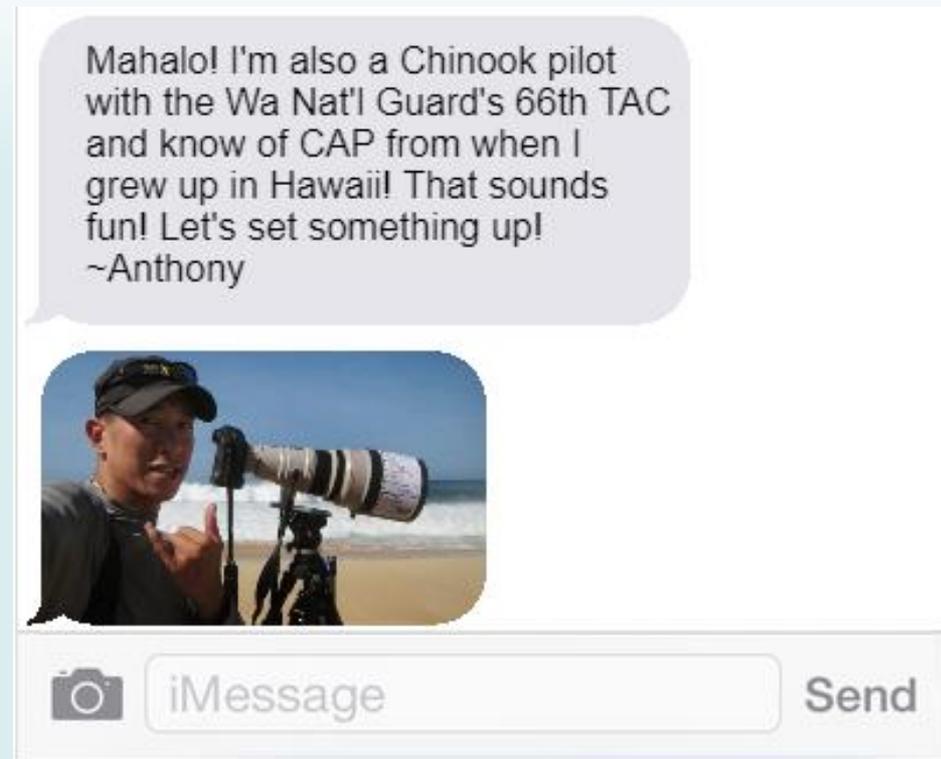
Working relationships with media will help during an incident. Establish a media contact list with after-business hours contact information. Keep media aware of all preparedness/awareness campaigns. Invite local media to the Emergency Operations Center (EOC), JIC, or other areas prior to any incident or planned event to show them the location and to answer questions about how information will be disseminated during an incident or planned event.

Positive media relationships built during normal day-to-day activities will be valuable during emergency situations. Do not wait until an incident to make first introductions to the media.



Know them before you need them

- Have something to offer!





Know them before you need them

- Follow media contacts on Facebook and Twitter
- They are on social media, even if you're not!

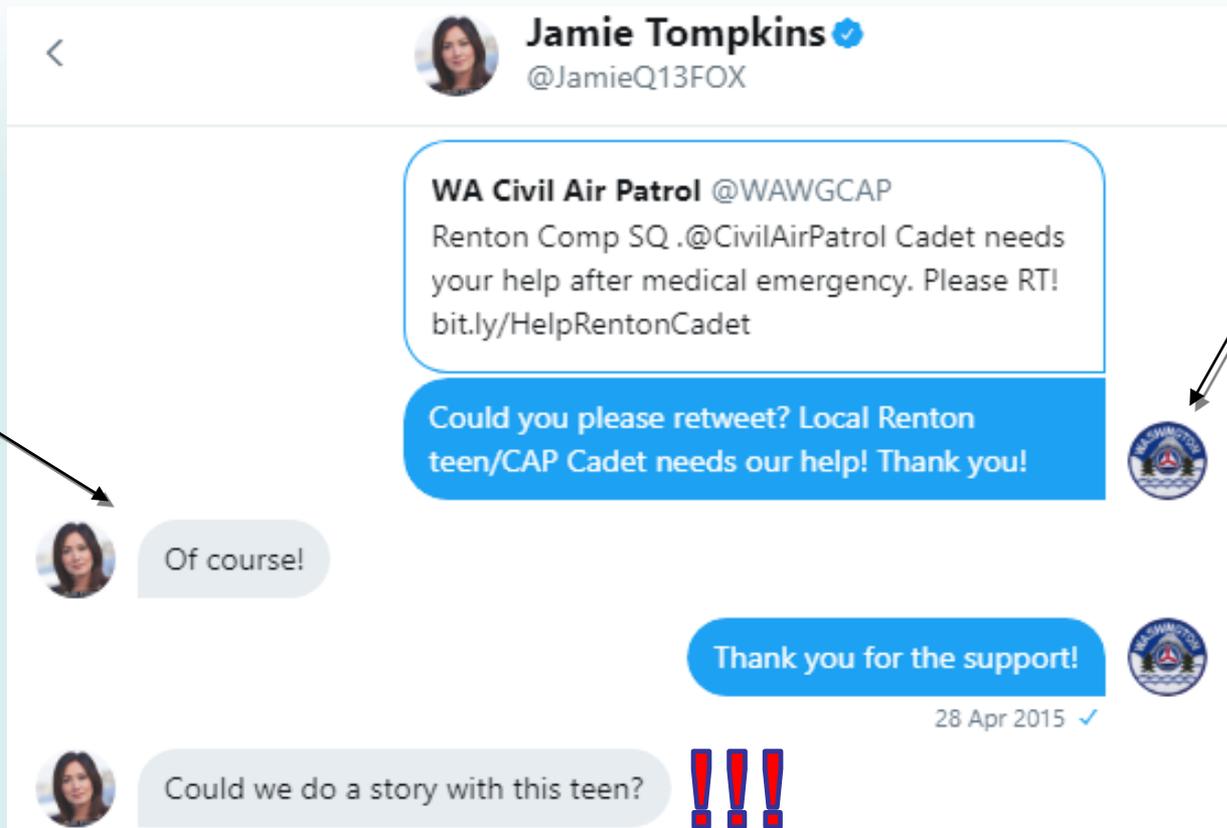


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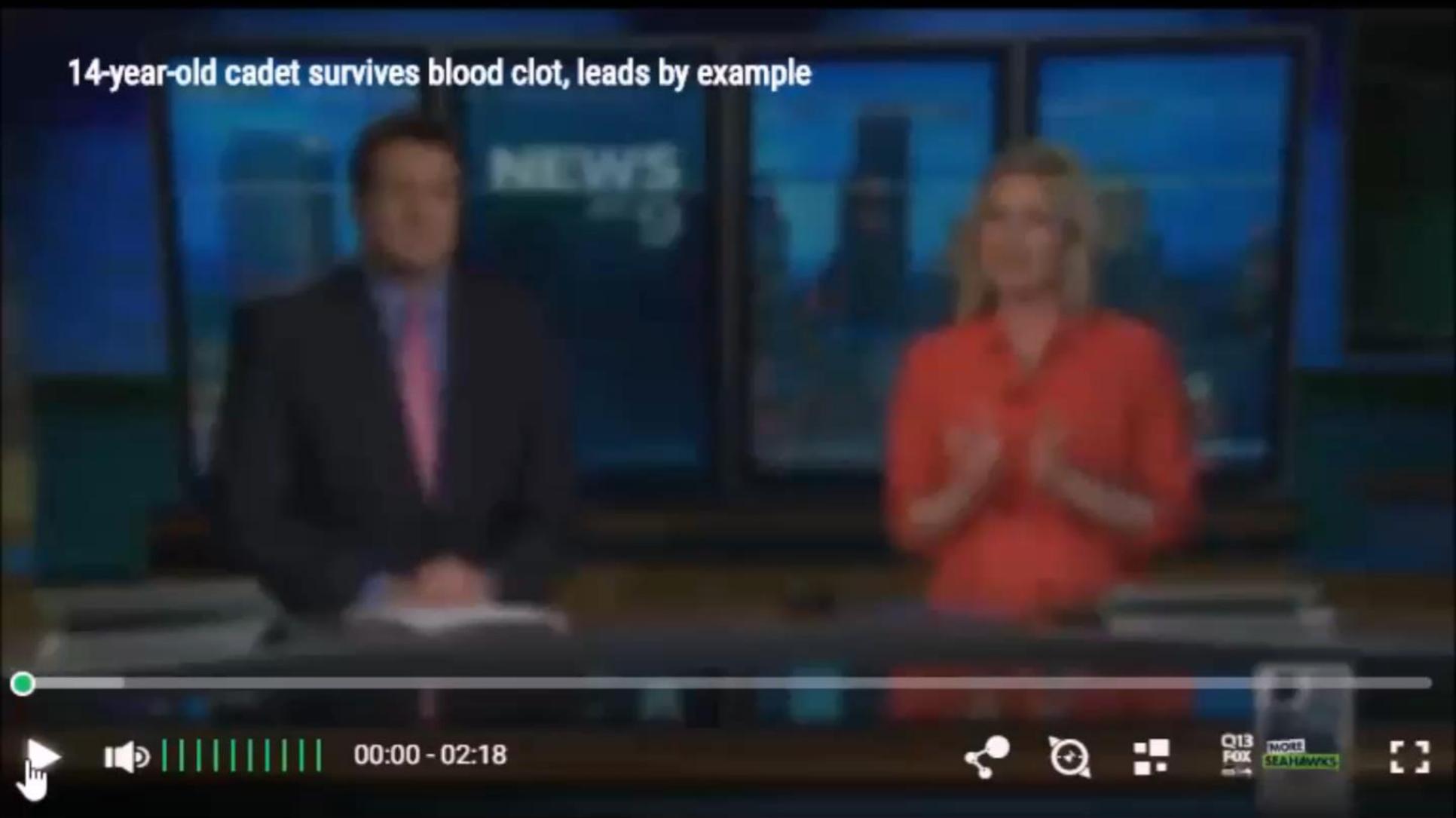
Be social on social media

- Ask for retweets and shares! **(via an official account)**



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14-year-old cadet survives blood clot, leads by example



00:00 - 02:18



Q13 FOX

NIGHT SEAHAWKS





You just might get what you ask for...and more! The cadet in this story was featured on Q13 Fox in Seattle and his family raised more than \$6,000 via GoFundMe as a result of the coverage.

<http://q13fox.com/2015/05/04/boy-who-survived-cerebral-hemorrhage-is-back-on-his-feet-leading-by-example/>



Update! Cadet Balke, Nov 2016



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Be social on social media

A screenshot of a social media conversation. At the top, a profile for Jamie Tompkins (@JamieQ13FOX) is shown. The conversation consists of several messages:

- A blue outgoing message: "Thank you so much for the story!"
- A grey incoming message: "glad you liked it! I will tweet the link as soon as its posted! Please have everyone share it!"
- A blue outgoing message (circled in red): "Good morning! I found the link. Quick/tiny favor? Could you possibly change Sweer to Sweers? YOU ROCK and we REALLY appreciate your time!"
- A grey incoming message: "Hi there! Yes I'll talk to our web people"
- A blue outgoing message: "Thank you! :)"
- A blue outgoing message (circled in red): "On a side note, you made those kids' life last night. We really appreciate the coverage!"
- A grey incoming message: "Oh that's so sweet!"

The date "5 May 2015" is visible at the bottom left of the conversation.

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Be social on social media



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Be social on social media



WA Civil Air Patrol @WA...
#CivilAirPatrol cadets from South Sound SQ teach local youth how to use flight sim at #OlympiaHarborDays. #CAPCadet

Cheers!

Capt. Jessica Jerwa



5 Sep 2016



Be social on social media

- **Create Google Alerts and thank the media via social media!**

Create an alert about...

"Civil Air Patrol" "peninsula"



"Civil Air Patrol" "Port Angeles"



"Civil Air Patrol" "Seattle"





Be social on social media

Google Alerts

"Civil Air Patrol" "Seattle"

Daily update - August 10, 2017

[First district veterans share stories for history project](#)

Kirkland Reporter

In addition to DelBene, members of the local Civil Air Patrol conducted ... Members of the Civil Air Patrol interview a veteran from Seattle about his ...



Be social on social media

MENU | Subscribe

KIRKLAND
REPORTER



First district veterans share stories for history project

SAMANTHA PAK • Wed Aug 9th, 2017 3:20pm • NEWS

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Be social on social media



Washington Wing, Civil Air Patrol ✓

August 10 at 11:38am · 🌐

Thank you to the cadets and officers of Renton Composite Squadron, and Overlake Composite Squadron, for supporting this wonderful project.

Civil Air Patrol // [Kirkland Reporter](#) // [Congresswoman Suzan DelBene](#) // The Library of Congress // U.S. Navy // #VeteransHistoryProject #WWII



First district veterans share stories for history project | [Kirkland Reporter](#)

When Pearl Harbor was bombed on Dec. 7, 1941 and brought the United States into World War II, Ann Bjorneby and a couple of her girlfriends wanted to do their part...

[KIRKLANDREPORTER.COM](#)

601 people reached

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Give them what they want...

- ...**before they ask for it!** Learn publishing deadlines. They will thank you!
- **Well-crafted releases** to small market papers have a 99.9%± chance of being published.
- Tip: Use [Grammarly](https://www.grammarly.com) in Chrome or via a browser to check your work.



grammarly.com



Give them what they want...

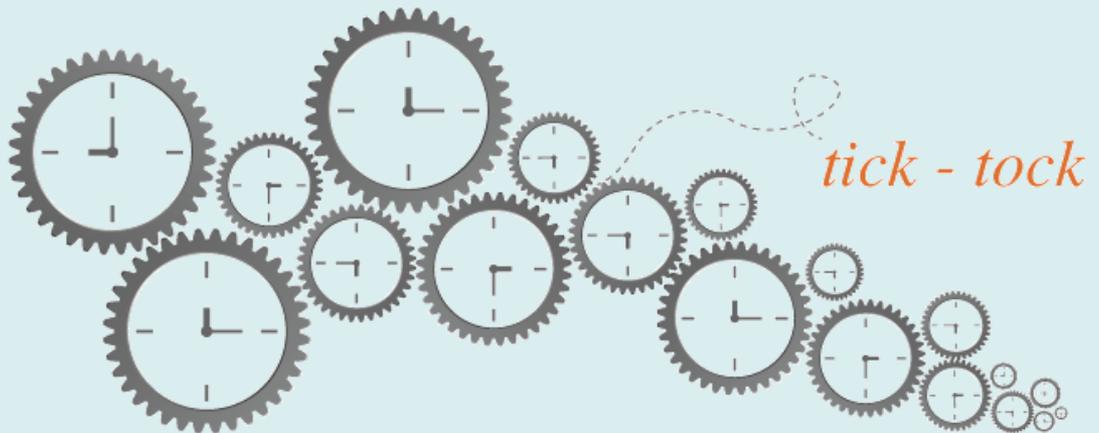
- **Be targeted and smart.** Never broadcast every release to everyone on your media list.
- **Send releases on Tuesday, Wednesday and Thursday** (or timed based on their deadlines).

Monday	Tuesday	Wednesday	Thursday	Friday
	✓	✓	✓	



Give them what they want...

- **Be timely!** Get releases out as quickly as possible after news happens.
- **Events.** When promoting an event, send a release as far in advance as possible. Follow up a week before, a couple of days before, and the same day.





Building Solid Media Relationships

- **Media database**
 - Tools, who to include
- **Get to know your local media**
 - Engage with the media before you need them
 - Use social media to get retweets/shares
 - Thank them!
- **Deliver an effective polished product**



Questions?



CIVIL AIR PATROL

www.GoCivilAirPatrol.com

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