



# Getting Media Attention



## Introduction

Garland neighborhoods are overflowing with great people, great projects, and great stories. Publicizing information about your neighborhood is an excellent way to let your community light shine.

It can be a challenge for neighborhood based groups to get their message in the media. However, making the effort provides an opportunity to share the neighborly happenings that promote a sense of community and promote positive images of Garland neighborhoods.

Step	Explanation
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<b>Build Relationships</b>	Develop contacts in various local news organizations. Select these contacts by watching, listening to or reading local news sources. Pay attention to which reporters seem to be covering community/neighborhood issues or who are doing the types of stories you'd like to see produced about your event or issue.
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<b>Understand the needs of that medium</b>	Television needs good visuals, something compelling or unique. All news organizations will be looking for a "hook" in your story... how does the issue your neighborhood is focused on relate to issues faced by other viewers/listeners/readers? Is your issue a timely one that you've seen in the news recently and is your group offering a new direction/solution/perspective on that issue?  All newsrooms have limited resources to cover your story. What makes your story worth covering? Would they accept your video or still photographs if you made them available?  As you develop relationships with people in the news media, you are likely to find they are people just like you. They enjoy accomplishing their goal of getting information and news to the public. They are more than willing to answer your questions and put you at ease so that all involved are successful.
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<b>Understand the advantages/disadvantages of each medium</b>	Radio and newspapers do not necessarily have to "be there." A radio reporter can interview someone by phone to get your story. A newspaper can work from an article that you have written. Either medium might be better used to promote an upcoming event rather than cover the event for later publication.
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<b>Don't forget websites and blogs</b>	Some news media outlets are strictly web-based. Many are glad to take photographs and articles you have submitted. Find news websites that are popular among the audience you're trying to reach. Don't forget blogs and message boards that are popular among your target audience. (continued)
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## Neighborhood Management Getting Media Attention

Step	Explanation
<b>Don't forget websites and blogs</b>	Depending on the rules of that website, you can post your announcements, photographs and articles. Most newspapers, television and radio stations also have websites. Many of them contain community calendars for posting upcoming events. Search for those and take advantage of them.
<b>Consider your target audience</b>	<p>Who are you trying to reach with your story? Potential new residents or businesses? Are you trying to reach people within Garland primarily or those outside of Garland? Or are you trying to reach a more localized audience, such as your immediate neighborhood?</p> <p>Consider who you want to reach and determine which sources would be most likely to reach them. Concentrate your efforts on those sources.</p>
<b>Primary Contacts</b>	<ol style="list-style-type: none"> <li>1. <b>Elected Officials</b> – Invite your City Council representative to participate in your neighborhood's activities. To contact your City Council representative, call 972-205-2292 for the Council administrative assistant or visit the City website at <a href="http://www.ci.garland.tx.us">www.ci.garland.tx.us</a> for email addresses.</li> <li>2. <b>Office of Neighborhood Vitality</b> – Your neighborhood announcements can be shared with other organized neighborhoods and might be included in the City's bi-monthly newsletter, <i>The Garland City Press</i>. To find out more, contact the Office of Neighborhood Vitality at 972-205-3346.</li> <li>3. <b>Area News Media</b> – Most area news media outlets have websites with details on how to submit stories and contact phone numbers. Here are a few: <ul style="list-style-type: none"> <li>The Dallas Morning News – <a href="http://www.dallasnews.com">www.dallasnews.com</a></li> <li>DMNews – Neighbors – <a href="http://www.neighborsgo.com">www.neighborsgo.com</a></li> <li>Garland News – <a href="http://www.thegarlandnews.com">www.thegarlandnews.com</a></li> <li>Garland Journal News – <a href="http://www.garlandjournalnews.com">www.garlandjournalnews.com</a></li> <li>KDAF – CW33 – <a href="http://www.kdaf.com">www.kdaf.com</a></li> <li>KDFW – Fox4 – <a href="http://www.myfoxdfw.com">www.myfoxdfw.com</a></li> <li>KTVT – CBS11 – <a href="http://www.cbs11tv.com">www.cbs11tv.com</a></li> <li>KXAS/Telemundo – NBC5 – <a href="http://www.nbc5i.com">www.nbc5i.com</a></li> <li>Univision 23 – <a href="http://www.univision.com">www.univision.com</a></li> <li>Al Dia – <a href="http://www.aldiatx.com">www.aldiatx.com</a></li> <li>La Estrella - <a href="http://www.diariolaestrella.com">www.diariolaestrella.com</a></li> </ul> </li> </ol> <p>For more possibilities or to share useful news media contacts, please call the City of Garland Public &amp; Media Affairs Manager at 972-205-2879.</p>
<b>Resources</b>	<p>Sample Press Release (Attachment "X")</p> <p><u><a href="#">GNMA Classes &amp; Instructor Resources</a></u></p> <ul style="list-style-type: none"> <li>– Free Publicity by Jeff Crilley</li> <li>– Seven Fatal Flaws to Kill a PR Campaign</li> <li>– <a href="http://www.jeffcrilley.com">www.jeffcrilley.com</a></li> </ul>