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Tips for dealing with the media/Arizona Republic

1) You as community leaders are our eyes and ears. We need to hear from you! Feel free to call a reporter when you see something important, inspiring, problematic, etc. happening in your community/network or when you witness a response in your community to a news event (ie. police shooting, election result, bill in the Legislature, hate crime). Don't be afraid to call the reporter of a story you have concerns about- be respectful, not accusatory, simply offer to share your perspective to help that reporter become better informed or to allow them to explain their reasoning. If you work in an area regularly covered in the news (Black Lives Matter, city of Tempe, Legislature, foster care etc.), offer to sit down for coffee with a reporter who regularly covers the topic. You can simply email: "Hi, I'm XX and I work on XX. I regularly read your articles and appreciate your excellent coverage of the issue. Would you like to have coffee sometime? I'd love to provide my perspective and offer to be a resource for you on this issue in the future." Then, actually be a resource and send a text or email to that reporter when you hear something interesting going on. (See attached Republic staff list.)

2) Newsrooms are shrinking. Reporters have less time to figure out if a story is newsworthy and to complete the reporting. If you send out a press release, help us by including as much information as possible. Think about almost writing the story for them. After a few hours or a day, give them a call to make sure they received it and answer any questions. Finally, follow up with a release AFTER the press conference or event with quotes and figures for any reporter that didn't show up. (See attached sample press release.)

3) Good people doing good things is not necessarily news. Reporters don't cover every plane that takes off successfully. And events, unless they are especially large or unique, are less and less covered. Instead, look for the ANGLE to pitch us. Ask yourself: What's new? What's different? Is this the largest, smallest, best, worst, highest, lowest? How does this fit into a national trend? Who is the incredibly compelling person at the center of this story? How is what we're doing unique? What about this is revolutionary/paradigm changing/innovative? Does this intersect with politics? A government body? A social movement? Technology? Social media?

4) Get your people ready! Be prepared to provide interviews VERY quickly with a family/individual who has been impacted, a volunteer, a staff member, etc. Facts and figures are important, but they don't complete the story. The emotional impact on someone's life is key. Identify these people before you start talking to a reporter about your event or story.

5) Consider proposing a topic for panel discussion at the Republic's Diversity Committee. Past topics have included foster families, women in politics, the African-American community, etc. Or consider reaching out if you see a problem with our coverage (offensive term used, stereotypes perpetuated, lack of diverse voices, etc). Contact Diversity Committee Chair Dianna Nañez dianna.nanez@arizonarepublic.com.

6) Help us reach a wider audience. When you see a story you like or feel is important, share it with your Facebook friends. And please subscribe and encourage your friends to subscribe. A

free and active press is essential to democracy and community. The Republic online subscription is just \$10 per month. <https://fullaccess.azcentral.com/>

7) Finally, reach me anytime. I'm happy to help however I can.

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