



National Youth Traffic Safety Month®

Keys to getting Media Coverage

Who's There?



Make a media list. You can log onto <http://www.iaaonline.org> and click on the “Get Involved” tab to easily contact your local media. Make your contacts early and let them know what you have planned to do and then invite them to attend the event and follow up with a press release after the project. Be sure to send them photos of the project to include.

Keep Knocking!



Media work is not a one shot deal. You have to keep trying and build a relationship with those you want to publish your events. Use the press release draft available at www.noys.org and make it fit your event. Keep contacting your media outlets throughout the year and build a strong relationship with them!

Move On!



Don't take rejection personally! Your message will not be a good fit for every outlet you send it to. Your efforts will pay off and you will eventually get that “yes!” The press needs your stories and love to hear from youth – but if you get a “no” just move on – the next step might be a YES!