



Tips for Getting Coverage in Your Local Media

1. Work with the person who handles PR/media relations for your group, if you have someone on staff or a volunteer who has relationships with local media.
2. You can personalize the template provided or draft your own release. Please include the quote from Lisa and use the complete name of The Grey Muzzle Organization.
3. Include the name, age and a great photo of a senior dog awaiting adoption.
4. Share your release with any media contacts who cover your group or participate in your special events.
5. If there is a reporter/columnist who writes about dogs for your hometown newspaper, send the release to him or her. (You can usually find email addresses on the newspaper's website, or you can call the main # and ask for the writer's email address.)
6. If you're not sure who to send the release to, check out the editorial contacts listed on the newspaper's website, call the local news or city desk editor, and ask where to send the release.
7. You can also search the archives of your local newspaper(s) for the word "dog" to find previously published positive animal-related articles. The reporter's email is often included. If not, you can usually get it by calling the newspaper or looking on their website. Start your email by saying something nice about the article the reporter wrote, and that you hope s/he might be interested in another good news story about dogs.
8. Many communities also have dog-related magazines that welcome free content. There may also be a local community-oriented radio or local access TV show that may be interested.
9. After sending out your press release, call the next day to confirm that the release was received and tell the reporter or editor how much you and the senior dogs waiting for adoption at your organization would appreciate it if they could cover the story.
10. Always thank your media contacts for considering the story, even if they turn you down.

Questions? Contact our volunteer media relations manager, Barbara Castleman, at:
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