
The coverage you receive can be a significant way to impress your board members, increase awareness among prospective investors, inform community leaders and elected officials about your achievements, and mobilize public support.

Now that you know the media and have the tools for communicating with journalists, here's how you can generate your own favorable news stories.

Here are several ways to get your story told.

It would be exaggerating to say that the live news conference is passé. But if you watch CSPAN or read the Washington Post, you will observe that news conferences have become primarily ceremonial and mostly used by officials in government, labor, and business. This is often true on the local level, as well.

The News Conference

There are times when community economic development organizations and their collaborators want to host a news conference to get the word out about a new initiative, or a significant change they believe has wide impact.

So, what do you do?

Before you commit to a live news conference, with all that it entails with regard to cost and effort, ask yourself what you are trying to get across. Consider the typical elements of the news conference. Will holding a news conference help you get the coverage you seek?

1. News conferences are usually self-serving announcements.

How can you help insure that what you have to announce is construed as news by busy journalists who confront the demands of breaking stories and more influential news conferences on the other side of town?

2. News conferences are composed of talking heads.

What do you have to offer the media besides one speaker after another, in a room, in a building, in the middle of nowhere?

3. News conferences rely on information that has been tightly guarded from the public.

What will you have to say that reporters will feel is worth the suspense they endured waiting for you to reveal your information?

4. News conference participants believe their development will have great impact.

What are the results of the event or information you are announcing, and how will they influence the broader community?