

Legal Information Society of Nova Scotia

# Media Training Kit

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# LEGAL INFORMATION SOCIETY OF NOVA SCOTIA MEDIA TRAINING GUIDE

This media-training guide was developed for the Legal Information Society of Nova Scotia to assist the organization in its mission to provide Nova Scotians with practical help for everyday legal problems, by spreading the word through local media. This guide contains tools and best practices for proper media relations.

By following this guide LISNS will be able to strengthen its relationship with local media by improving their approach to writing for media, media kits and creating a media page for their website. They will also be able to improve the promotion of their services through social media. The three key programs that LISNS will promote by using these practices are the public navigator project, small claims court app, and wills app. Some parts of this toolkit can be added to volunteer training programs for lawyers who may be asked to give media interviews.

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# MEDIA RELATIONS 101

Media relations involves working with media to inform the public of your organization's mission, policies and practices in a positive, consistent and credible manner. The goal is to maximize positive coverage without paying for it.

This media training guide will serve as a tool to educate you on best media relations practices so that LISNS can leverage positive media relations.

**There are many benefits of having strong media relations.**

**Working with the media provides many opportunities to:**

- **Increase awareness for the organization**
- **Have an impact on desired audiences**
- **Provide access to both large and small audiences**
- **Help generate public support**
- **Help shape public opinion about the organization**
- **Help you achieve your objectives**

This is all done through a wide range of media and can be used to create awareness about programs at LISNS. Media will help inform your members, volunteers, the local community, and Nova Scotia as a whole.

**The types of media LISNS should leverage:**

- TV and radio
- Local cable TV
- Newspapers
- Magazines
- Newswires (Canadian Press, etc...)
- Specialty newspapers/magazines (i.e. Atlantic Business Magazine)

## **Role of the Media**

Journalists serve as the eyes and ears of society. Media acts as watchdogs to protect public interest against malpractice and create public awareness. It plays an important role in creating and shaping public opinion and strengthening of society. LISNS offers services that are in the interest of public good. By establishing strong media relations LISNS will be able to spread the word about the organization's important community projects.

# MEDIA RELATIONS 101

## When to Contact the Media

Who is the media? The media includes news outlets such as news press, television, radio, newsletters and magazines. They are the channel you will use to relay the announcements and events that your organization will be sharing with the public.

Contact the media only when you have a story that is considered “newsworthy”. Newsworthy stories should have at least one of the following criteria:

- **Timing**—is it new, happening now?
- **Significance**—does this affect a lot of people?
- **Proximity**—is this happening here? People care about things that happen close to home.
- **Prominence**—is it about somebody or something famous? Do enough people already care?
- **Human interest**—is it interesting? Does it appeal to emotions? Is it amusing enough to generate public interest?

A story doesn't have to hit all of these points, but is more likely to be picked up by the media if it hits one or more.

While many of your announcements will be exciting to you, they may not always be picked up as newsworthy by the media. The announcements or changes you would rather stay internal, may be the newsworthy stories the media does pick up. The best way to handle the media is to create a working partnership of respect. When you are working from a relationship, you may have a higher chance of being covered and a higher chance of some of the least desirable information being reported in a way that is less damaging to your organization. This is because these reporters know who you are and know that you know how to make their jobs easier.

# GUIDELINES FOR GOOD MEDIA RELATIONS

**Do shoot straight.** Give the media the information they need in a short and concise format.

**Do give service.** It is important to provide the media with interesting, timely and newsworthy stories. If possible add photos, videos, whatever media you believe will make a journalist's job easier to report on your story.

**Do not beg or whine.** While your story is important to you, you must respect the fact that journalists may not want to report on it. One follow up email is necessary to check the interest of the journalist.  
**Do not ask for kills!** The media's job is to inform the public of what is going on in society. Asking a journalist to not report on a story that may be damaging to your organization is unprofessional and can further damage the image of your organization with the public and other media organizations.

**Do not flood the media.** Try to space out your requests to media. If you send out a request for every story you have this may cause journalists to believe that you do not know what a newsworthy story is.

## Working with the media

**Talk from the viewpoint of the public's interests, not the organization.** When you are talking and working with the media it is important to show that you are invested in what the public wants.

Make the news easy to read and use. Using high level language and legal jargon can turn off journalists from reading your message. When possible use a grade 6 reading level. Journalists write at this level and it is understood by the public generally. There are websites such as [Readable.io](https://readable.io) that you can use to check the reading level of your writing.

**Don't say something you don't want quoted.** There is no such thing as off the record and interviews can be legally recorded even without you knowing. Every word you say to a journalist or media source can be used in their story.

**State the most important fact at the beginning.** The information that the public and media needs to know about your story should always be explained first.

**Don't argue with the reporter.** This can reflect poorly on your organization. Take a mental pause, breathe and continue or end the conversation politely.

**Don't repeat questions that contain offensive language.** Simply said.

**Give direct answers to direct questions.** Do not go on tangents. Keep your answers as concise as possible.

**If you do not know the answer, do not create one.** Let your media source know that you do not have the answer, but, will speak to an associate that does.

**Tell the truth...even when it hurts.** The media respects organizations that are open, transparent and honest.

**Don't call a news conference unless you have what reporters consider news.** It is important to know what is considered newsworthy. A conference on a non-newsworthy issue can cause journalists to ignore your future requests.

# MEDIA RELATIONS CHECKLIST

## “You have a news story, now what?”

Media professionals are in deadline-oriented positions. By providing them with the all the information necessary to write, air or run a story about your organization, it will keep you ahead and improve your relationship with media.

**Once you are ready to go to the media with a newsworthy story, use this checklist to ensure you have followed all your steps.**

- Determine your audience for your story and create a media list**  
Is the information for your audience local, national or international? Your media list must reflect the audience you are trying to reach. Media lists are contact lists for reporters at; news press organizations, newspapers, television, radio, newsletters and magazines.  
*Please note that a list of regional media contacts is included later in this media training document.*
- Create a media release.**  
A media release is a one page news story with quotes from those in the organization. Your story must include key messages, the major messages of what you are trying to convey to your audience, and a boilerplate, a small history of your organization and its value to the public.
- Create an interesting subject line for story.**  
Do not go overboard with adjectives. Keep subject lines a maximum of 4-5 terms; otherwise they will be cut off in a journalist’s inbox. Make sure that the subject line is to the point: Legal Info N.S. makes waves with Department of Justice deal is much easier and to the point versus Legal Information Services of Nova Scotia has spoken with the Department of Justice to make sure that citizens will....and so on. Leave that description to the story.
- Make sure that the spokespeople quoted in your media release are available for the media to talk to.**  
Journalists may be interested in getting more information to flesh out your story. It is imperative that the people they request can speak with them or get back to them the same day.
- Update a list of the media sources you have contacted.**  
Include the name of the media source, contact info, date contacted, information sent, name of associate in organization who has contacted them and if a follow up has been sent or correspondence has begun. Continue to build these relationships with these journalists for future stories.
- Utilize your social media accounts**  
More than ever, media sources are getting their story ideas from social media platforms such as Facebook and Twitter. Make sure to follow these media sources on their social platforms as well as journalist’s personal pages. You can mention their usernames when tweeting about your story. This will allow them to see this information on their notification pages. If they like your story, they can contact you for further information very easily.  
*Social media best practices are laid out later in this training kit.*

# WRITING FOR MEDIA

Understanding how to write for the media is a very important part of good media relations. You need to be able to write in a way that will make your story easy to consume and use by the media.

**First it is important to know what is written for the media.**

**Press releases:** the primary document written for the media is a press releases. This is a short (try to keep it to one page), compelling news story sent to targeted members of the media. See appendix A for example of how to lay out a press release.

**Media advisories:** you may need to write a media advisory if you have an event or press conference for which you are inviting the media. A media advisory is an “invitation” to the media alerting them of an upcoming event, media conference or matter of particular significance. They are short, concise and answer only the important questions of: who, what, when, where and why. Media advisories are typical sent in the form of an email.

**Media kits:** a media kit is a package of documents containing information about your organization, product or event. They typically contain pieces such as a fact sheet – outlining important facts about the organization, product or event; backgrounder – brief history and details of organization, product or event; press release; profile of people or things of the organization; and other important information journalists need to have in to write their story. We will dive farther in to what a media kit is later in this training document.



## TIPS FOR WRITING FOR MEDIA

Use plain, simple language, small words and short sentences. Newspaper articles are written at a sixth-grade level. MS Word has the option to test readability when you run the spelling and grammar check. Making your article easy to read makes it accessible to more people, including those with learning disabilities or English as a second language.

**Avoid using legal jargon** or specialized vocabulary. If you need to use any “big words” be sure to give a definition. You want everyone to be able to follow along.

**Write a captivating lead.** Put the most interesting and important part of your story in the first few sentences when writing press releases, articles or anything else being sent to the media. This will hook your audience and encourage them to keep reading. If a journalist finds your story interesting, they will be more likely to use it.

**Include quotes** from key people in your organization. This is a great way to get your message across. It is important that any quotation is clear in its message and cannot be misunderstood in any way.

**Get to the point and be brief.** Fit the information on to one page. Reporters are busy and have a lot of information to sort through in a day.

**Include contact information** for the media to get in touch with and make sure that there is someone in your organization ready and available to answer questions.

**Formulate key messages** that will help get your message across. Your messages should answer who, what, when, where, why and how. Create two or three key messages for a story that you can tell in your writing and in any interview you may do. Creating key messages allows an organization to keep a story consistent across multiple channels.

If you choose, you can format your press releases to the style that Canadian media uses, aptly named Canadian Press Style. You can purchase The Canadian Press Stylebook for around \$20 at any bookstore. It is full of helpful information such as when to write out a number and when to use figures, for example. This saves your media contact the work of having to convert your piece and will make your content that much more appealing to use.

## MEDIA KITS

As mentioned earlier a media kit is a package of information for the media to use when writing their stories. Traditionally, media kits are provided to the media at a media/press conference when there is a story of large significance that needs to be told regarding the organization. They are also handed out often at events or fundraisers.

Today, media kits can often be found on an organizations' website. By hosting a media kit on your website at LSINS you make it easy and convenient both for your organization and the media to use. The Internet is the primary source used by media to find information. LISNS can make it easier for media to pick up information and stories by having a media page on the website.

### **Web-based media kits should include:**

- Fact sheet
- About us information
- Annual report
- Executives' and board of directors' biographies
- Calendar of events
- Community service programs offered
- Contact information
- Links to social media accounts
- Downloadable logos and photos → setting up a free Flickr account can be an easy to manage downloadable photos.
- FAQs
- History of the organization
- News releases
- Past media coverage – links to articles and past interviews
- Position papers
- Articles and publications
- Public service announcements

*Legal Aid Ontario provides a good example of an [online media kit](#).*

The key to developing a strong and effective media kit is to think about what it will be used for, who is going to use it, and what they need to know about your organization. When writing news pieces for the media kit, remember to keep in mind the writing tips outlined earlier in this guide.

# MEDIA KITS

**A few other important elements to consider when it comes to media kits:**

## **Media Pitch**

A media pitch is the most common way of contacting the media to let them know about an event or newsworthy item that your organization wants covered. Most media pitches take the form of an email or phone call. If you start with a phone call you should always follow up with an email so that you can always refer to the paper trail. Sending the pitch is often just the first step; you must swiftly and effectively follow up with the media outlet to increase your opportunity for media placement.

### **Tips for a strong media pitch**

- Begin your email with an interesting statement. You want to hook your reader right away so that they continue to read on.
- Next, be sure to fully explain why the media should be interested in your organizations pitch.
- If you can, always address your proposal to a specific person. Try to use the name of the editor or someone in the newsroom.

## **Backgrounder**

It is important to have backgrounders or position papers on hand or ready to be prepared quickly for your organization when a news story or situation arises. Backgrounders or position papers examine a situation or problem in the present; consider what caused the situation and what the impact will be moving forward. They are always written with the overarching perspective of the organization and the purpose is to ensure that the media picks up the correct message. Backgrounders should be shared with the media and any spokespeople who will be speaking on behalf of the organization.

# INTERVIEW TIPS

When a story is successfully picked up by the media, you may be asked to do an interview. This could be a phone interview for a newspaper, an in-person interview for a radio station or magazine, or a television interview for a local, provincial or national network.

## **Prepare for the Interview:**

Preparation for an interview starts with research. It's important to enter an interview with some base knowledge. Research will allow you to be better prepared for the interview, it will leave you sounding knowledgeable and credible.

## **Research questions**

- What type of program is this?
- Who is the primary audience?
- Is the journalist knowledgeable on the topic?
- Does he or she have an apparent bias?
- Is anyone else being interviewed?
- Where does your story fit overall?
- What is the interview format?
  - Live/taped
  - Edited/unedited
  - In-studio or talk show
  - On-location or remote (phone)

## **Key Message Development:**

The answers to your research will help you develop your key messages that are concise, credible, defensible and memorable, as well as relevant to the interview, show format, the host and the listening audience. Your messages should answer who, what, when, where, why and how because this is how journalists structure their stories. Keep in mind broadcast interviews are typically brief, so there is a limited amount of time to deliver messages.

- Pick two or three messages that will resonate with the journalist, the audience and get your message across.
- Focus on refining and packaging these "message points" to be reiterated by the spokesperson during the interview.
- Think like a trial lawyer and provide your spokesperson with proof points to back up any assertions.
- Ensure that the messages are concise, credible, defensible and memorable.

## **Anticipating Difficult Questions:**

Develop a Q&A document that includes possible questions with answers that incorporate the key messages.

Using the Q&A document as a guide, run through all possible questions and refine the answers until you are comfortable with the responses. Practice your responses over and over until you are comfortable.

## **Things to look for when practicing:**

- messages are being communicated
- the responses are concise and short
- the supporting data/evidence is strong

# INTERVIEW TIPS

## The Interview

You want to exude confidence, control and credibility whether it be a phone or in-person interview.

## Dress

- Dress conservatively. For men, a dark suit and blue shirt. Avoid loud ties or ties with small patterns. For women, wear a dark outfit in solid colors.
- Don't wear white on camera.
- Men should unbutton their suit jacket while seated so it doesn't poof out, button it when standing. Sitting on the back of the suit jacket will help create a wrinkle-free line.
- Most studios are cold until lights are on. Then they become quite warm. Mid-weight clothing is the best choice.
- Don't wear large, shiny or noisy jewelry.
- Wear contact lenses, instead of glasses. If you wear glasses, non-reflective lenses are best. Avoid light-sensitive glasses.
- If offered makeup, accept it. Men should consider shaving close to airtime. Women should apply a matte finish to avoid a shiny face, with blush and eye makeup only slightly heavier than normal.

## Preparations

- Arriving early will allow you to participate in lighting and sound checks.
- Typically, a pre-interview precedes the on-camera interview. This allows you to assess the interviewer and mention topic(s) you'd like to discuss. Often the pre-interview can help set the tone for the interview.
- A technician may clip a lavalier microphone to your jacket. Speak naturally and avoid brushing your hand or clothing against the microphone. Women should remove necklaces likely to swing against the microphone.
- If a technician asks you to test the sound level by speaking, speak at your normal level and say something innocuous (e.g., talk about the weather, recite a poem). Don't try to be funny or say anything off-color or controversial because it could be misunderstood and possibly offend someone.

## Body Language

- If seated, sit erect but not ramrod-straight, and slightly forward or toward the interviewer.
- If standing, do so with arms at the side or one hand in a pocket. Planting one foot slightly in front of the other will help you avoid swaying.
- Should you make gestures, do so naturally, not expansively. Keep gestures small and in front of you and avoid sudden body movement.
- Make your expression match your words. Smile if appropriate. Always keep a mildly pleasant expression; an expression that looks neutral off camera seems unhappy or angry on camera, so a pleasant face may feel unnaturally smiley. Practice in a mirror.
- Lean forward slightly. Modulate your voice when making key points.
- Avoid obvious signs of discomfort or nervousness, e.g., foot tapping, clenched fists, shifting back and forth.
- Don't nod your head to indicate that you understand or are ready to answer the question. Inadvertently, this may convey agreement with the questioner's premise. Remain neutral and become animated only when you begin to speak.

# INTERVIEW TIPS

## During the Interview

- Make punchy and concise statements
- Put your most important message up front
- Talk to the interviewer or guests, not the camera
- Breaking eye contact by staring off into space or looking at the ground will make you appear shifty
- Stay attentive when others are speaking
- If it is a remote interview—the reporter is offsite asking you questions through an ear piece—always look directly at the camera
- Try to avoid being distracted by activity around you
- Keep focused on the interviewer
- Don't overlap the reporter's questions, wait until the question is finished to begin your answer
- Hold your interview attitude until the interview is over and the camera and microphone are off

## SOCIAL MEDIA BEST PRACTICES

Social media is becoming an increasingly important tool to communicate with audiences, including the media. Journalists and the media outlets they work for are on social media and view it as an important platform for getting their content to their audiences. In Cision's 2017 Global Social Journalism Study, 75 percent of journalists described social media as necessary to promote and distribute their content.

It is for this reason that it is important for PR and marketing professionals to understand digital's demand and utility to journalists and to try to be a resource to journalists on these platforms.

**Below are some social media best practices to make your social media content easy to consume and use.**

**Establish a brand persona and voice** and then use this voice in all your social media communications. Are you supportive, firm, fun, reliable, positive, solution-oriented, etc.

**Brand your social media profile pages.**

Logo: Always use the same logo across all channels, for your display photo.

Company description: Use a clear and concise "about us" description that is consistent across all platforms.

**Be consistent on the social platforms** you are active on. Create a guideline for how often you want to post on each channel and stick with it. It is important to consistently put content out so that you will be recognized as a trustworthy, reliable source. Creating a monthly content calendar and using a tool such as [Hootsuite](#) to schedule posts can help with a consistent flow of social media postings.

**Use visuals such as photos, videos or graphics** in posts (if applicable). Using visuals can generate more engagement. Use a free tool such as [Canva](#) to easily create graphics that fit each social channel.

**Implement a good content mix.** Your posts should provide equal parts promotional, thought leadership and engagement with followers.

**Research and understand what competitors/partners are doing on social media.** This will help you understand the "norm" in your industry so that you can either keep up or change your strategy and stand out.

**It's ok to recycle content.** Posts can have more than one life, but if you are recycling content, be sure to experiment with different messaging to see what resonates more with your audience.

**Diversify messaging across social platforms.** If posting about the same topic on different channels, change the wording up a bit, remember that different channels require different messaging. For example, Facebook posts can be longer, while Twitter posts should be short and concise (140 characters).

**Engage in two-way communication with your audience.** Avoid just talking about yourself and your organization. Retweet and reply to those who engage with you.

**Don't engage in debate online,** it is best to bring the conversation offline if there is any conflict or debate.

**Give credit where credit is due.** You can give attribution to others by retweeting their content or by using "RT" or "via" in a new post.

# SOCIAL MEDIA BEST PRACTICES

## The do's and don'ts of social media

### Do:

- Engage in two-way communication
- Have a consistent voice
- Share information
- Be active, but don't overdo it
- Proofread all posts
- Be clear and concise
- Direct your audience to proper web (landing) pages for more information
- Recycle good content
- Create a social media policy as a guide for staff and contributors
- Use visuals in posts – photos and videos

### Don't:

- Like your own posts
- Neglect the platforms you are on
- Ignore comments
- Delete negative comments
- Engage in debate online
- Rely on automation (i.e. “my top mentions”)
- Feel the need to jump in on every hashtag and cultural phenomena. Be relevant! If you are using a hashtag, however, be sure you have a full understanding of its meaning, and use it in good context.



## REGIONAL MEDIA CONTACTS

Town	Media Outlet	Contact	Phone
Bridgewater			
	CKBY/CKHI radio <a href="http://www.cibw.ca">www.cibw.ca</a>	News Director: Steve MacArthur <a href="mailto:news.clubw@radioabl.ca">news.clubw@radioabl.ca</a>	(902) 543-1222
	Lighthouse Now <a href="http://www.lighthousenow.ca">www.lighthousenow.ca</a>	<a href="mailto:tina.henrijar@lighthousenow.ca">tina.henrijar@lighthousenow.ca</a> <a href="mailto:newstip@lighthousenow.ca">newstip@lighthousenow.ca</a>	(902) 543-2457
Yarmouth			
	CJLS Radio FM <a href="http://www.cjls.com">www.cjls.com</a>	News Director: Gary Micherson <a href="mailto:cjls@radioabl.ca">cjls@radioabl.ca</a>	(902) 749-1919
	Yarmouth County Vanguard	Editor: Jennifer Vardy Little <a href="mailto:jennifer.little@tc.tc">jennifer.little@tc.tc</a>	(902) 742-7111
		Associate editor: Tina Comesau <a href="mailto:tina.comesau@tricityvanguard.ca">tina.comesau@tricityvanguard.ca</a>	
		Carla Allen <a href="mailto:carla.allen@tricityvanguard.ca">carla.allen@tricityvanguard.ca</a>	
	Sou'Wester <a href="http://www.souwester.ca">www.souwester.ca</a>	Editor: Tina Comesau <a href="mailto:tcomesau@thevanguard.ca">tcomesau@thevanguard.ca</a> Ornait	(902) 742-7111
	Eastlink Yarmouth & Pubnico	Producer: Michael MacDonald <a href="mailto:michael.macdonald@corp.eastlink.ca">michael.macdonald@corp.eastlink.ca</a>	(902) 881-3588
Digby			
	Shelburne County Coast	Kathy Johnson <a href="mailto:Kathy.Johnson@thecoastpost.ca">Kathy.Johnson@thecoastpost.ca</a>	
	Digby Courier <a href="http://www.digbycourier.ca">www.digbycourier.ca</a>	Editor: John DeMings <a href="mailto:editor@digbycourier.ca">editor@digbycourier.ca</a>	(902) 245-4715
	CKDY AM <a href="http://www.cymnetwork.com">www.cymnetwork.com</a>	News Director: Robb Lepper <a href="mailto:newsroom@cymnetwork.com">newsroom@cymnetwork.com</a>	(902) 678-2111
	Eastlink Digby	Producer: Michael MacDonald <a href="mailto:michael.macdonald@corp.eastlink.ca">michael.macdonald@corp.eastlink.ca</a>	(902) 881-3588
Kentville			
	Kings County Advertiser <a href="http://www.kingnewsnow.com">www.kingnewsnow.com</a>	Editor: Jennifer Vardy Little <a href="mailto:jennifer.little@tc.tc">jennifer.little@tc.tc</a>	(902) 681-2121
	Eastlink New Minas	Producer: Bill Barnaby <a href="mailto:bill.barnaby@corp.eastlink.ca">bill.barnaby@corp.eastlink.ca</a>	(902) 681-0027
Truro			
	Truro Daily News <a href="http://www.trurodaily.com/">http://www.trurodaily.com/</a>	Managing Editor: Sherry Martell <a href="mailto:smartell@trurodaily.com">smartell@trurodaily.com</a>	(902) 896-7527
	M'Innaq Maliseet Nations <a href="http://www.minn.ca">www.minn.ca</a>	Editor: Carol Busby <a href="mailto:info@mminn.ca">info@mminn.ca</a>	(902) 895-2038
	CKTO/CKTY	News Contact: Wendy Wood <a href="mailto:wendy.wood@cestral.com">wendy.wood@cestral.com</a>	(902) 893-6397
	Eastlink Truro	Producer: Alexa MacLean <a href="mailto:alexa.macleary@corp.eastlink.ca">alexa.macleary@corp.eastlink.ca</a>	(902) 843-3588
Amherst			
	Amherst Daily News <a href="http://www.cumberlandnewsnow.com">www.cumberlandnewsnow.com</a>	Managing Editor: Darrell Cole <a href="mailto:darrell.cole@tc.tc">darrell.cole@tc.tc</a>	(902) 667-0419

## REGIONAL MEDIA CONTACTS

	CKDH Radio <a href="http://www.ckdh.net">www.ckdh.net</a>	News Director: David March	<a href="mailto:ckdh@ckdh.net">ckdh@ckdh.net</a>	(902) 667-3475
	Eastlink Ankerst & Springhill	Senior Producer: Brodie Callaghan	<a href="mailto:brodie.callaghan@corp.eastlink.ca">brodie.callaghan@corp.eastlink.ca</a>	(902) 669-3588
Pictou				
	Pictou Advocate <a href="http://www.pictouadvocate.com">www.pictouadvocate.com</a>	Editor: Jackie Jardine	<a href="mailto:editor@pictouadvocate.com">editor@pictouadvocate.com</a>	(902) 485-8014
	The Advocate (Tatamagouche, North Shore) <a href="http://www.pictouadvocate.com">www.pictouadvocate.com</a>	Editor: Jackie Jardine	<a href="mailto:editor@pictouadvocate.com">editor@pictouadvocate.com</a>	(902) 485-8014
Antigonish				
	X-FM (CFX-FM) <a href="http://www.969xfm.ca">www.969xfm.ca</a>	News Director: Ken Kingston	<a href="mailto:news@969xfm.ca">news@969xfm.ca</a>	(902) 863-4000
	CFXU Radio FM – The Fox	News Director: John Strat	<a href="mailto:cfxuw@stfx.ca">cfxuw@stfx.ca</a>	(902) 867-3410
	STFX Today <a href="http://www.stfx.ca/publications">www.stfx.ca/publications</a>	Editor: Sibbelly Garmore-McGarron	<a href="mailto:sarmero@stfx.ca">sarmero@stfx.ca</a>	(902) 867-3732
Port Hawkesbury				
	The Strait Area Reporter <a href="http://www.porthawkesburyreporter.com">www.porthawkesburyreporter.com</a>	Editor: Jake Boudrot	<a href="mailto:jake@porthawkesburyreporter.com">jake@porthawkesburyreporter.com</a>	(902) 625-3300
	101.5 The Hawk FM <a href="http://www.1015thehawk.com">www.1015thehawk.com</a>	News Director: Greg Morrow	<a href="mailto:news@1015thehawk.com">news@1015thehawk.com</a>	(902) 625-1220
	SAERC TV <a href="http://www.saerc.tv">www.saerc.tv</a>	Contact: John Stub	<a href="mailto:saerc-tv@rs.sympatico.ca">saerc-tv@rs.sympatico.ca</a>	(902) 625-2810
Sydney				
	Cape Breton Post <a href="http://www.cbpost.com">www.cbpost.com</a>	Director of Editorial: Carl Fleming	<a href="mailto:cfleming@cbpost.com">cfleming@cbpost.com</a> , <a href="mailto:news@cbpost.com">news@cbpost.com</a> , <a href="mailto:letters@cbpost.com">letters@cbpost.com</a>	(902) 563-3478
	Information Morning <a href="http://www.cbc.ca/information">www.cbc.ca/information</a>	Executive News Producer, Cape Breton: Peggy MacDonald Producer, Sydney: Don Munro Cape Breton Producer-Host: Wendy Bergfeldt	<a href="mailto:peggy.macdonald@cbc.ca">peggy.macdonald@cbc.ca</a> ; <a href="mailto:radionews@sydney.cbc.ca">radionews@sydney.cbc.ca</a> ; <a href="mailto:don.munro@cbc.ca">don.munro@cbc.ca</a> ; <a href="mailto:wendy.bergfeldt@cbc.ca">wendy.bergfeldt@cbc.ca</a>	(902) 563-4115
	CIJB-AM/COPE FM Radio/101.5 FM <a href="http://www.capebretonradio.com">www.capebretonradio.com</a>	News Director/Assignment Editor: Greg MacLean	<a href="mailto:news@capebretonradio.com">news@capebretonradio.com</a>	(902) 539-3000
	CKDH-FM 103.5 The Eagle <a href="http://www.eagle1035.com">www.eagle1035.com</a>	News Director: Jay McNeil	<a href="mailto:news@eagle1035.com">news@eagle1035.com</a>	(902) 595-6397

## REGIONAL MEDIA CONTACTS

	<b>CHRO-FM 80.9</b> <a href="http://www.giant80.9.com">www.giant80.9.com</a>	<b>News Director: Jay McNeil</b>	<a href="mailto:news@giant80.9.com">news@giant80.9.com</a> ;	<b>(902) 585-6287</b>
	<b>ATV/CTV Atlantic</b> <a href="http://www.atlantic.ctv.ca">www.atlantic.ctv.ca</a> <b>CTV Atlantic, Cape Breton Bureau</b>		<a href="mailto:atlanticnews@ctv.ca">atlanticnews@ctv.ca</a> ;	<b>(902) 454-3200</b>
	<b>CBC TV / Cape Breton Bureau</b> <b>Website:</b> <a href="http://www.cbc.ca/ns">www.cbc.ca/ns</a>	<b>Correspondents:</b> <b>Gary Mansfield</b>	<a href="mailto:gary.mansfield@cbc.ca">gary.mansfield@cbc.ca</a>	<b>(902) 563-4127</b>
	<b>Eastlink Sydney</b>	<b>Producer: Brett Smith</b>	<a href="mailto:brett.smith@corp.Eastlink.ca">brett.smith@corp.Eastlink.ca</a>	<b>(902) 539-9611</b>
	<b>CAPER Times</b> <a href="http://www.capertimes.ca">www.capertimes.ca</a>	<b>Editor: Lucy MacDonald</b>	<a href="mailto:editor@capertimes.ca">editor@capertimes.ca</a>	<b>(902) 563-1473</b>

It's important to update your regional contacts, as they will often change. Best practice is to do this at least once per year. If a contact informs you that they have left, be sure to make a note of the change straight away. Visit the free resource [Nova Scotia Media List](#) to update your contacts.

## APPENDIX A

**FOR IMMEDIATE RELEASE**

**MAIN PRESS RELEASE HEADLINE**

**SUB-HEADER: if necessary**

**City, Province, Date**

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**Media Contact**

**Name**

**Title, Organization**

**Phone number**

**Email**

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