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MEDIA OUTREACH FOR VITA PROGRAMS

Cristina Cave

BakerRipley Neighborhood Tax Centers



Get ready

Have ready:

- Program and services information (online, email template, flyer)
- Program spokesperson

Understand media teams:

- Know general facts (headlines) and move between multiple topics and stories each day
- Need content... relevant, that can benefit a good part of their audience
- Have short deadlines for their stories (most same day)



Planning

Develop a list of topics to pitch

- Tax law/credits changes for the season that will impact the taxpayers you serve
 - Service updates: new locations, partnership, etc.
 - Stay in the know. Take advantage of relevant and timely tax, community and media topics that can help you bring awareness to your services
- Create a pitch calendar and be flexible to new topics



Planning

Build or increase your media contacts

- Connect with news departments, assignment desks
- Contact consumer reporters
- Look for “Community affairs shows”



Media time!

When pitching a story:

- Keep it short and sweet
 - Always share:
Who, what, where, when, how and why
 - Provide reliable contact information
- **Be ready!**



Media time!

- Always be on the lookout for opportunities to pitch your message.
- For either in-person or virtual interviews, take the opportunity to connect with the reporter and other news staff.
- Storytelling and neighbor testimony





Questions / Comments





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**THANK
YOU**

