

Grassroots Accountability Project

Tips for Effective Media Relations

- Cultivate your local media, including newspapers, radio, television, and cable access TV. Become an expert source on whom they can rely for information on health care issues.
- Write letters to the editor, op-ed pieces, press releases, and human interest articles for your local and community papers. Offer to be a guest on talk show programs on radio and television in your community. Work with the GAP Team and your state association to request and schedule a meeting with your local newspaper's editorial staff and board.
 - Prepare resources to give the news organization to cover the basic facts of the story. The goal is for them to publish favorable information to your issue.
 - Relay the story and call to action in a clear, concise way to best educate the general public who may not entirely understand the issue. Explaining the ultimate impacts to the beneficiary is key. Talking points can be obtained from the GAP Web site.
 - Put a human face on the issues by talking about services, care, and equipment your organization provides. Highlight the value of homecare and the important role it plays in your community.
 - Make a video in which your patients, their caregivers, and your staff talk about what homecare means to them. Show this video when you meet with local reporters.
- Engage the press and your Member of Congress, be it in a home visit, facility tour, or community meeting to discuss homecare issues and value.
 - Invite the press to participate, with permission of the patient and Member of Congress.
 - If you meet with your Members of Congress or their staff, mention the meeting and issue to the press. The GAP Team can work with you on this.
 - Before the next election, organize a candidates' forum or work with other groups in your community to survey candidates on their positions on key homecare and healthcare issues. Invite the press to attend the forum and publicize the results to the media.
- Let the GAP Team know of any press coverage you receive!