

## Fact Sheet: Becoming a Resource

---

- ✓ **Make your presence known.** Initiate contact with your target media by providing background information on you and your organization. Let them know who you are, what your organization is about and where and how to reach you.
- ✓ **Be aware of breaking news.** Keep up with the latest news at all times, bearing in mind any possible tie-ins to your issues.
- ✓ **Make yourself available.** Availability is an inseparable partner to reliability in a credible source. Once you are identified as a source, prepare to be called upon to provide comments, insights and possible additional resources when relevant topics hit the news.
- ✓ **Know the rules of the media.** You increase your value to reporters when you are familiar with their deadlines and the amount of work that goes into meeting those deadlines. If you agree to get back to a reporter, do so in a timely manner even if you do not have all the promised information.
- ✓ **Be dependable.** A *source* is an expert the media contact for his/her knowledge on a subject. A *resource* is one who consistently demonstrates all the qualities listed above, which sets him/her apart from other sources available to reporters.
- ✓ **Develop a sense of the kinds of stories your contacts are interested in.** In doing so, you will develop a rapport with your contact and will feel more comfortable approaching them. Your contact will also become more comfortable accepting your calls knowing you have good information for them.
- ✓ **Pitch substantive stories.** Do not suggest ideas that are broad in concept with little direction or value. Give as much background information and solid ideas as possible.
- ✓ **Don't be a badgering pest.** Occasional calls can keep you in the forefront of your contact's mind, but a regular stream of calls with little substance only detracts from your reputation as a reliable source.