

# WORKING WITH THE MEDIA

NCVRW is a perfect opportunity to focus the media's attention on crime issues relevant to your local community. Research local crime victims' stories on the Internet and note which reporters cover these stories in your area. Find their contact information and follow those reporters on social media. Check with the news desk or outlet's website for the appropriate reporter's contact information.

## **Working With Reporters**

If your agency is holding a newsworthy event, either for NCVRW or at another time during the year, contact local reporters by phone and email and use social media to engage with reporters and send out invitations and alerts. Briefly describe the event and offer yourself as a resource.

Reporters are on tight deadlines, so any information that you can share ahead of time is useful and appreciated.

Reporters will often ask for a local or human-interest angle. Be prepared for the following types of questions when pitching your event:

- Has a local victim triumphed over tragedy or found a way to help other victims restore their lives? Are there victims who would be willing to share their story?
- Do you have a reliable source for up-to-date statistics on a particular type of crime? (Position your organization as a resource.)
- Have there been any other recent examples of the crime you are discussing in your area or in other communities around the country?
- Who could brief the reporter on the status of the law in this area?
- Can your organization's director provide an on-the-record comment?

