

Media Outreach

The report can be a valuable for helping to reach out to reporters. Providing reporters information can either help start or strengthen an existing media relationship. Here are some of the best ways to do that:

Offer up as an exclusive. If you have a good relationship or want to get someone's attention you can offer them the opportunity to look over the report and write on it before it is released to the larger public.

Offer to put reporter in touch with researchers. When looking over a report like this, reporters may have additional questions, either about how the research was done or about its implications. One way to help with this and also increase the chances they will write on the report is to have them talk with Dr. Chaloupka. Given his schedule that may be difficult, but it is an option worth looking into

Send to an editorial board or columnist. If you find that regular reporters do not have the time to cover the study one way to get it out is to pitch to a columnist is editorial board. They can use the information for either a piece on raising the tobacco tax or to counter any misinformation from the other side.

Blogger outreach. As traditional media cuts back bloggers are covering more of the stories once handled by newspapers. Sending a report like this to a local political or health issues blogger would be a good way to get the issue covered and also help build a relationship with them.