



Reusing the news

Media relations toolkit

Engaging the media to elevate sexual violence prevention

Coverage in local, regional, and national media is important — news coverage across formats keeps communities and leaders up to date on key issues and informs public understanding. When sexual violence prevention practitioners engage the media, it is an opportunity to elevate sexual violence prevention, connect with new audiences, and increase your organization’s credibility and recognition.

Successful media engagement does not end with getting published. When your perspective makes it into the news, be proactive to make sure your target audience knows about it. Whether your op ed is placed or you are mentioned as a source in a news article, your follow-up strategy will be guided by the quality of the coverage. If your coverage frames your message in a positive way, you’ll want to reuse it to increase your visibility and media presence. For more information about how the news frames sexual violence, please see Chapter 1 of *Moving toward prevention: A guide for reframing sexual violence*.¹

You can reuse positive news stories to maximize impact by:

- Circulating published pieces to allies and key audiences you are trying to reach.
- Highlighting news coverage and quotes through your organization’s website, newsletter, blog, and other platforms.

- Using social media to share your coverage and start conversations about news stories.
- Following up with reporters and editors to encourage them to reach out in the future.
- Pitching future story ideas to build on coverage or raise perspectives left out of the original coverage.

Even when an op-ed or statement does not get published, keep the content on hand and keep an eye out for future opportunities to submit a revised version. You could also adapt the content into a blog post, which can be shared on your own platforms or via partners.

Responding to negative news coverage

It is also important to take action when news coverage is problematic or misrepresents your perspective. Although you may not want to draw additional attention to flawed stories and troublesome headlines, you can still take action to educate and inform the news outlet and your target audiences.

You can respond to problematic news coverage by:

- Contacting the reporter or outlet following incomplete coverage with additional background information and an invitation to be in touch for future stories.
- Using problematic headlines as an opportunity to engage your audience in activities such as re-writing headlines or requesting that community members respond.
- Submitting a letter to the editor or publishing an open response on your own platforms.

References

1. Berkeley Media Studies Group, & National Sexual Violence Resource Center. (2018). *Moving toward prevention: A guide for reframing sexual violence*. Retrieved from <https://www.nsvrc.org/moving-toward-prevention-guide-reframing-sexual-violence>

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