Making the Most of the Media
National 303(d)/TMDL Webinar | April 29, 2020
Presenter: Eric Eckl, Water Words That Work

Associated links:
Webinar series webpage
Webinar Recording (complete the short form as prompted for instant access.)
Presentation Slides (PDF)
Presentation Handout (PDF)

Thoughts, Tips, and Advice from Webinar Participants:

Finding contact information and social media profiles of local reporters:

- I found them, but had to look up the individual on FB. The links on the news outlet was to share the article on my own social media.
- The reporters’ facebook, twitter and email links all appear directly under the byline
- Found links to the newspaper’s twitter and facebook, but not for the author
- Found the twitter feed for a reporter who wrote something about [environmental initiative] by searching the hashtag.
- Had to go to the “contact us” link at the very bottom of the webpage – that brought me to a list of email addresses for the newspapers’ departments.
- If you find reporters’ bios, use the information there to try to find them on social media – google is your friend.
- Find the assignment editor on the news outlet’s webpage, or by googling the outlet + editor + contact.
- If there’s a specific reporter who’s written a lot about your issue or reaches out to you, you can contact them directly. If there isn’t a clear person to contact, contact the assignments editor.

Reaching out to Reporters:

- Remember to mention the reporter when you retweet to make sure they’re notified that you shared their article. (For example: “Check out this great article on #MyLocalWaterIssue by @RebeccaTheReporter!”)
- Direct messaging is an option if you don’t want to reach out publicly.

Engaging reporters on social media without access to an official social media account:

*This was a common question, and the appropriate answer depends on your agency or organizations’ social media policies.*

- Create a personal twitter account, not associated or linked with your organization or agency. Use this account to find reporters, articles or tweets being shared about your programs, or even to send direct messages to a reporter. **Having a twitter account doesn’t mean you need to post anything!**
- Having a personal twitter account will also help you identify appropriate hashtags.
- You can set your twitter to “private”