Finding Media Opportunities

Talk to the people at your institution who handle the press, e.g., a hospital or university’s public relations staff. Offer your services as a potential interviewee. Tell them you have been media trained. Many LTA fellows have appeared in the media this way, and some have developed ongoing relationships with reporters. *Remember to call us even when we don’t initiate the interview. Physicians staff will ALWAYS help you prepare and provide you with talking points.

Put yourself in the paper. Check newspapers for coverage of reproductive health.

As you read, consider:

1. Reacting to a particular article or op-ed with a letter to the editor;

2. Supplementing the paper’s coverage with your own perspective via an op-ed.

Make your efforts as effective as possible:

- Do not submit letters to newspapers outside your state or region. They have little chance of being picked up (with a few exceptions explained below). For example, in Wisconsin, the Milwaukee Journal Sentinel tends to publish letters to the editor from people who live in the Milwaukee area and not letters from Madison or other parts of the state. Even the Washington Post is provincial in this way, limiting its letters section to residents of the DC area.

- With op-eds, though, papers tend to be more open to pieces from people, say, in the next county or farther away. Check around on a paper’s website to see if outsiders get op-eds printed.

Exceptions to the stay-local rule:


- Most newspapers are open to letters from VIPs and anyone who is named or otherwise directly involved in a story the paper covered, even if that person lives outside their target area.

Most newspapers won’t publish letters in response to articles that only appeared online and never made it into the print version. When you’re reading online, it can be hard to tell whether an article appeared in print, too.

Scroll around on the page to see if the piece is a post in one of the newspaper’s blogs (like the New York Times’ Motherlode blog). If so, it most likely hasn’t and won’t appear in print and a
letter in response won’t be published. If you are unsure, contact Physicians staff and we can help figure out if the piece is in a print edition.

Contact the LTA Communications Manager if you would like a geographically customized list of links to the online versions of your local (and national) newspapers worth watching, along with the submission rules for submitting op-eds and letters to the editor.

**Write letters or editorials for medical journals.**

**Become a source or a contributor** for one of your favorite blogs, magazines, or news shows. Watch for gaps in their coverage of reproductive health and offer yourself as an expert.

**Get active on social media.** Twitter is a great way to provide commentary, start a following and to share your thoughts. Talk to us if you want to explore this possibility further. At minimum, follow us @reprodocs! Have no idea what we are talking about? It’s ok, give us a call and we will take you through it!

**Consult with Physicians if you have an idea for an essay or blog post but aren’t sure what’s next.** We can help you figure out which outlet might be interested.

**BOTTOM LINE? Call us!** As of today you have PR staff and a creative team! No question is too small or too big. It’s our job to help you and we WANT to help you. Call us, text us or email us!

If you have ANY questions related to the media or need assistance, contact Mary Alice Carter, Senior Director of Communications, MaryAlice@prh.org (646-326-4238), Colette Rose, LTA Communications Manager, Colette@prh.org (646-778-1520), or Dana Rasso, Communications and Digital Strategy Manager, Dana@prh.org (646-649-9935).