

The)SCIP(Media Cheat Sheet



Know the Media

- Consume daily media
- Note media bias. Every news outlet has one.
- Remember journalist names.



Pick your Journalists and Tell Your Story

- Write down what you want to say
- Do not deviate from that script too much
- Pick your personal favourites in terms of journalists
- Contact your journalists of choice directly. Do not speak to intermediaries
- Ask to proofread everything
- Plan your day so you have time to proofread everything way before deadline
- Remember, you can not dictate what the journalist has to write



Get Ready for Interviews in Person

- Be nice. Smile and laugh during the interview
- Offer refreshments
- Dress appropriately

