

6 Tips for Successful Media Collaboration

Want your stories to shine and resonate with both the public and the media? These practical tips from journalists who attended the PRAGG forum will help you build strong media relationships and share impactful, positive stories!



- Don't leave anything unsaid!

What are you doing, why are you doing it, and why does it matter? The media need clear context—explain it well, and your message will resonate.

- Focus on the story, not just reporting!

The media loves human-interest stories, and the public remembers them better. Bring your message to life with a personal touch.

- Keep it simple and clear!

Avoid complicated words, jargon, and abbreviations. Great stories are written in a natural and accessible style.

- A picture is worth a thousand words!

Quality photos tell half the story. Highlight people, emotions, and expressions for a powerful visual impact.

- The media are your partners!

Think of the media as allies in spreading positive stories.

- Invite the media for a "coffee"!

Education matters for everyone! Before launching a campaign, identify key media contacts, and help them see the broader benefits for the community.

