

celebrating alabama's counties

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Association of County Commissions of Alabama

w e e k l y t i p s t e r # 3

This week's tip...

Keep media reps informed of your events. It's perfectly fine to make a reminder phone call or e-mail a day or two in advance, but don't go overboard.

Visit ACCA's Web site at www.acca-online.org and download an information packet for a variety of ideas for projects, tips for handling the media, as well as a sample press release to adapt for your local media representatives.

How can you get positive media coverage during National County Government Month?

*When good government does good work, it should be recognized. But sometimes, the media may need a little help getting involved. That means either a press release or a phone call to your local news outlet. **Media relations is key.***

Keep reporters informed about your events. Let them know this is a month-long celebration taking place **nationwide** and that the majority of Alabama's counties are participating as well.

Make sure your events have news value, particularly how your programs affect your communities in a positive way, and your local media outlets will notice. Be prepared to discuss what your county is doing during National County Government Month.

If your local media rep is unable, be prepared to cover the events yourself. Take your camera with you, digital is preferred, and take photos of dignitaries speaking with local residents. *You are the reporter now, so think like one.* Look for the best photographs from your event, the photos that are heartwarming and add depth to your story.

Next, write an article about your event. Keep it simple: Who, What, When, Where, Why and How. Answer these questions in your release, and include quotes from your commissioners and citizens who attended your event. Proofread for spelling and check the names and titles of officials. Send everything to your media rep as soon as possible with your contact information in case there are follow-up questions.

Stay in touch with ACCA's Director of Public Relations **Lori M. Quiller** at (334) 263-7594 or by e-mail at lquiller@acca-online.org. The Association has always supported NACo's National County Government activities, and Alabama's participation has been increasingly impressive. *This year, the Association's goal is 100 percent participation by Alabama's counties.* We can reach 100 percent, but only with your help!



**WEDNESDAY
MARCH 10, 2010**

Having your local media cover your events can help change how government is perceived by your county residents.

Remember: Activities should be designed to help local citizens understand how their counties and elected officials can respond to their needs. In many ways, this special month is often an introduction for county residents to their local government, officials and services. Make April special for your residents!