

National Dam Safety Awareness Day – Media Coverage Tips

This document contains tips for media outreach for to increase awareness and share educational information about National Dam Safety Awareness Day.

Tips for Getting Media Coverage for Dam Safety Awareness Day

1. **Know who to send your information to.** Send information about National Dam Safety Awareness Day to the reporter who covers the subject matter. For example, reporters who cover local government or environmental issues are likely to be the most interested in Dam Safety Awareness Day. When in doubt, send information to the Assignment Desk. You may also want to send information to the calendar or “week ahead” section of your local paper. Finally, contact the local [Associated Press bureau](#) and see if you can have your planned event listed in their daybook.
2. **Know how to send your information.** Although most reporters prefer to be contacted by e-mail, it is a good idea to make follow-up calls after content is sent. You want to make sure they received the information and to see if they have any questions. Very few news outlets rely on traditional mail or fax machines.
3. **Know when to send your information.** Reporters have busy schedules, so it helps to give them as much advance notice as possible. Send information five to 10 days in advance of the event for daily publications, and two weeks in advance for longer lead publications. This allows time for follow-up and the possibility of scheduling advanced interviews.
4. **Make it easy for them.** Journalism is a competitive business. In the era of nontraditional media and the 24-hour news cycle, reporters have to work very hard to make sure their stories are of interest to their audiences. Make it easier for reporters to cover your event by providing local facts and statistics that add interest and relevance to a local audience. You should also make sure that your speakers and local champions are available for one-on-one interviews before and/or after the event. Make sure to provide a space during the event for photographers and videographers with an unobstructed view of the action.

Social Media Tips

1. **Keep it short. Keep it simple.** Social media users are constantly bombarded with information and, as a result, tend to have short attention spans. Keep your posts concise and to-the-point. Make them relevant to your audience.



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2. **Use your staff.** One very effective way to broadly share a message is to have pre-approved messages and share it with staff members to generate content. Limiting social media posts to one person can create a bottleneck. Let your staff know they can repost approved messages and information through their own networks if they like.
3. **Utilize existing relationships.** Try to get other organizations with established social media networks to repost or amplify your information. State and local officials and nonprofit groups tend to have a robust social media presence. Make sharing social media content a part of your partnerships with other entities participating in National Dam Safety Awareness Day.

Share your stories and/or photos with us by using the #DamSafetyDay hashtag on Facebook, Twitter, Instagram, and LinkedIn.