

## **Media Tips**

Notifying the local TV and newspapers about your scheduled tour with lawmakers to highlight the need for highway investment can be an effective tool to maximize the impact of the visit. Below are some tips to consider when working with the media.

### **Coordinate with Congressional Staff**

- It is vital to ensure the lawmaker's office is fully aware of any media presence during their visit. Coordinating with the office's Press Secretary will not only achieve this goal, but they most likely will also help in attracting the media to the visit.

### **Tell Your Story**

- Explaining in real terms how the delay in reauthorizing the highway bill is hurting your business and employees is your most effective message. This is also the angle most local media will be interested in reporting.

### **Stay on Message**

- When talking to reporters, remember to stay focused on the main messages reflected in the talking points provided, and connect them back to your real "home town" story with key facts about your business and the local economy.
  - Straying into other topics will confuse and dilute the points you are trying to make.