

# Effective Communication with Media

- **J.P. Murrieta**
  - NMAA Sports Information Director



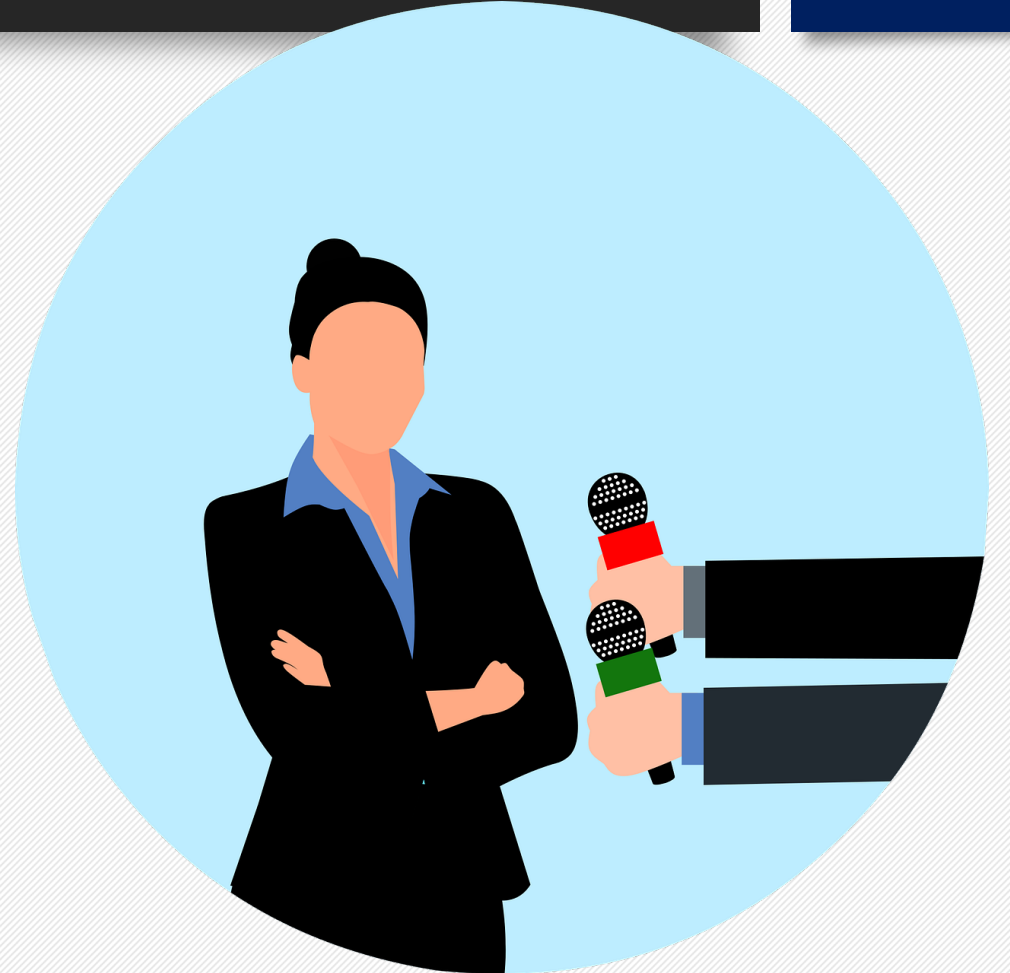
# Why the Media Matters

- The media informs and influences
- They can be a tool for your message
- The press can help explain why, not just what

The word "MEDIA" is rendered in a bold, metallic, three-dimensional font. The letters have a blue and silver gradient with a reflective, chrome-like finish, giving them a modern and high-tech appearance.

# Build Relationships, Not Walls

- Transparency builds trust
- Respect their deadlines
- If you don't tell your story, someone else will



# Media Can Be Your Ally

- Provide them what they need
- Use their reach to share your success stories
- Contact your state's broadcast association



# Set Boundaries and Standards

- Credentialing, revoke it when needed
- Safety is more important than unlimited access
- Preseason credentialing video/letter



# Communication is the Key

- Stay in touch year round
- Send meeting notes
- Proactive outreach  
(offer before they ask)
- Use Social Media Strategically
- Feed them (literally and figuratively)



# Questions & Comments

- What strategies work for your association?
- Any media wins or challenges?

