



## COVID-19 Media Relations Guide

A local news story can be an excellent way to get the word out that your business is open and serving essential workers and others. Calling or emailing media can sometimes lead to coverage of newsworthy information.

### Highlighting What is Newsworthy

To have the best chance of getting on the news, you will want to highlight the most newsworthy information as quickly as possible and back it up with additional facts. Some ideas include:

- A <INSERT CITY> automotive service center is adding services and prioritizing vehicle repairs of first responders and essential workers.
- A <INSERT CITY> automotive service center is offering discounts to <INSERT GROUP(S) OF PEOPLE>. <INSERT NAME OF SHOP> is one such repair center.
- A <INSERT CITY> automotive service center is going to great lengths to keep employees and customers safe.

Your shop may also be doing something beyond these examples that is newsworthy. The following questions can help determine if your efforts have news value. Every answer doesn't have to be yes, but the more the better.

- Does it pertain to the public's health and safety?
- Is the information new or unique?
- Does it pertain to essential workers or a well-known person or situation?
- Does something make it exciting, sad or heartfelt?

## **Do's and don'ts for contacting and communicating with the media:**

### **Do:**

- Use facts and real-life examples.
- Keep it short and sweet. In emails, use bullet points and a clear subject line.
- Provide photos of your team members that relate to your story.
- Determine the best spokesperson for your business and offer a phone or video interview if that person is comfortable.
- Offer to answer questions via email.
- Be respectful of reporters' time, deliver things when you say you will, and be available when you say you will.
- Be as helpful as possible.
- Reference your TechNet affiliation so they know there are 11,000+ more shops offering similar services with the same care.

### **Don't:**

- Do not exaggerate, over embellish, or lie.
- Do not say or write anything you would not want published for everyone to see.
- Follow up, but do not hound the media.
- Do not expect to review a story before it runs.
- Do not refer to it as "free advertising".

## **Finding contact information**

Almost every newsroom has a general email address and phone number for news submissions. A "contact us" page can often be found in the links at the bottom of the website or in the navigation at the top. You can also look for news stories covering similar information and try to contact the reporter who wrote the story.

## **A news story is never a guarantee**

News media are under no obligation to share your story or share it the way you want it shared. They determine what makes the news and are covering a lot of story angles. By showcasing the most newsworthy information, you are giving yourself the best chance at obtaining a news story about your business.

## **Questions?**

Please contact [techautosupport@carquest.com](mailto:techautosupport@carquest.com)