



## Identify the media contact for your agency

*Do you have a Public Information Officer at your agency? Does your manager handle media relations?*

With the launch of Fresh Choices nearing, now is a great time to identify who handles media relations in your agency. By identifying your media or public relations person and learning your agency's processes, you will be prepared to get the word out quickly, about Fresh Choices.

In July, the State WIC program will distribute a press release to media outlets across Oregon. You can get involved by ensuring your local media has received the Fresh Choices press release (more to come on this!).

### **Create your media and outreach file today. Include:**

- The name and contact information of your communications office or public information officer (PIO). This person is frequently found within a county communications office. If you don't have a communications office or a public information officer, there may be a designated person at your workplace who works with the media.
- The name and contact information of your local health department community outreach worker, who works with partner agencies.

If your county does not have any of the above contacts, try the Oregon Blue Book Web sites to identify media outlets in your area.

### **Oregon Blue Book Web sites for Local Media:**

- Radio Stations: <http://bluebook.state.or.us/cultural/media/media03.htm>
- Newspapers: <http://bluebook.state.or.us/cultural/media/media01.htm>
- Public Radio/ TV stations, non-profit:  
<http://bluebook.state.or.us/cultural/media/media05.htm>

Stay tuned for more on marketing Fresh Choices with your local media.

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