How to Engage the Media

**Make your media pitches L.I.T.**

Make it **LOCAL**

Media like to have a local angle for a national story. It could be as simple as having a local optometrist giving tips on how to safely watch an eclipse. Provide information on where to buy eclipse glasses locally. Explain where your city or town is on the map of eclipse totality.

Make it **INTERESTING**

People like real-life stories and examples. What happens to a person’s eyes when they watch an eclipse without glasses? Are there examples in the optometry literature you can discuss? Do you have any examples in your own practice?

Make it **TIMELY**

Contact your local media outlets several weeks before the eclipse to give them time to plan a story. Emphasize that now is the time to start planning for the eclipse by purchasing glasses and knowing where you want to be to watch.

Email is usually the best way to reach reporters, unless you know them personally. Use a simple email subject line like “Local optometrist offers tips on how to safely watch the upcoming total eclipse.” Give a short overview of your tips and what you can discuss. Your email doesn’t have to be more than one or two paragraphs long.

Joe Camoriano, camoriano.1@osu.edu
Jeff Grabmeier, grabmeier.1@osu.edu