

Media Tips

Below are some suggestions on getting the media attention your superior commuter benefits program deserves.

Action Steps for Communications

- Announce your Best Workplaces for Commuters designation to local media. By submitting a press release or pre-written article, you can get your story placed in appropriate company newsletters and magazines.
- Remember to use the Best Workplaces for Commuters designation in external publications. Using this designation in your advertising materials, including job announcements and Internet sites, can help maximize your return by publicizing your participating in the program and distinguishing you in the marketplace. Although we encourage you to use the Service Mark throughout your communications materials, you may opt to use it only the first time it appears on a page.
- Talk with your communications or environmental affairs departments. These departments may be interested in featuring your participation in the Best Workplaces for Commuters program in your company's next annual report or environmental update.

Tips for Getting Media Coverage

- Pick a focused list of media targets.
- Know your reporters and what stories they cover.
- Realize that recognition events only make good media events if you have good visuals.
- Pick a spokesperson who can really sell the story.
- Make sure the story is newsworthy by focusing on what your organization brings to the table, including the unique aspects of your organization's commuter benefits program.