

ORANGE SKY

MEDIA REQUEST PROCESS

A step-by-step guide to managing a media request:

1

GATHER DETAILS

- Journalist's full name
- Phone number & email address
- Publication
- Overview of the news story / angle
- Deadline for story

2

ADVISE MEDIA TEAM AT ORANGE SKY

- Comment in the Asana task 'PROCESS // Media Requests' in section 6 of your service location Asana project with the above details
- Provide the journalist with the media email address

3

MEDIA TEAM TO REVIEW OPPORTUNITY

- Media team at Orange Sky will review the media opportunity and make contact with the journalist to progress or decline
- If the media opportunity is progressed, the media team will be in contact with the CEC to discuss next steps to coordinate story

