



MEDIA CONTACT PLAN

If you are contacted by the media and asked to comment on anything regarding local housing, the current real estate market, or any related matters, please follow the following steps:

1. Let the press know that the policy is to have one of the RANWW leaders comment and the REALTORS® Association of Northwestern Wisconsin leaders will be in touch.

2. Contact the Executive Vice President, Brenda Barnhardt at 715-835-0923 right away, and let her know what story the media would like to cover.

3. From there, Brenda will be in contact with the media and coordinate with the current President of REALTORS® Association of Northwestern Wisconsin Board to discuss a statement and plan for what information to discuss with the media.

*Only the President or Executive Vice President are authorized to be quoted in the media regarding housing, sales, etc. in our area, per REALTORS® bylaws. As a REALTORS® member, we expect that you comply to this policy.

*We love positive news coverage. As a member of RANWW, you may promote the association, just not you individual company names within the story. Your sign(s) will likely be in the video, and that's approved. Example: Jane Johnston, a member of RANWW, says...