News Media Outreach

• Make a list of the news media outlets you would like to publicize the event.

• If you don’t know, find out whom to contact at each of those media outlets. Ask who should get your news releases or media alerts.

• Two weeks ahead of the event, send a media alert – a short version of your news release – telling them what, when and where, to get it on their calendars.

• A week before the event, send the full news release.

• Two days before, send another media alert as a reminder. Include any information for photographers or video camera people (such as, “We will find children and families for you to shoot/interview”, or “We have signed permission forms,” or whatever you want them to know.

• Don’t bother the media by calling them to ask if they are coming. But do include a line on your final media alert, specifically inviting them to cover the event, telling them that there will be great visuals, and reminding them who to contact if they need more information or help setting up interviews or shoots.

• Provide a cell phone number for your news media contact and make sure that person carries his/her cell phone during the event. Sometimes the media will need directions or have last-minute questions. Being able to reach someone at the last minute can make the difference between having your event covered or not.

• Take pictures and/or video yourself at the event, and offer it to the news media if they don’t do their own coverage. Make sure to get names so you can ID people in the pictures.

• Attending a public event is generally considered permission to be photographed or videoed, but some people do not want themselves or their children’s pictures published. If they ask you not to use their child’s picture, respect that.