

MEDIA TIPS

1. **Write your media advisory.** A media advisory is a one-page, short notice about your event. It should contain 5 main components: **What:** one sentence saying what your event is; **Where and When:** the date, time, and location of your event; **Why:** This should be short, one-to-two paragraphs, about why you are holding this event; and finally **Who:** be sure at the end to include your name and contact information so the reporter can call or email you to ask for more details.
2. **Send your advisory to your local media.** You can usually find email or fax numbers for your local radio stations and newspapers on their websites. Look for the number for the main newsroom. If your event will look dramatic, don't forget to call your local television stations as well. Be sure to send your advisory out one-week ahead of time to give reporters time to get your event onto their busy schedules, and again the day before..
3. **Make follow-up phone calls.** The day after you send your advisory, you should follow-up with the reporters you sent your advisory to. Review the advisory and have it in front of your when making your calls. Here's a sample pitch:

“Hi, I am [your name], a resident of [name your town] and I'd like to let you know about a potential news event that I thought might interest you. Do you have a brief second to talk? [If the reporter is on a deadline, they may not be able to speak to you just then. Ask them when a better time would be for you to call back. Then be sure to call them back at that time!]

On [date and time], I will be / a group of concerned citizens will be [enter the details of your event here. Include what you're doing, why, and what you hope the outcome will be. For example:] delivering hundreds of letters to Senator Schumer, urging that he oppose the drug monopoly provisions in the new NAFTA deal because we don't need to export our failed drug pricing problems

You are welcome to join us. I have sent you a media advisory but would be happy to send it to you again. Are you interested in covering this event? [If no, is there someone else at your station/paper who might be more interested?]

4. **Be aware of timing:** Don't call print reporters after 3pm, they're usually busy writing their story for the next day (on deadline). Don't call radio during “drive time” (7-9am, 4-6pm). Don't call TV reporters during newscasts (6-7am, 5-7pm). Otherwise, any time is fine. Best time to call in the days before the event is 10am. But, **the morning of the event, call early** (no later than 8:30am). At 8:30 or 9am, most reporters go into an assignment meeting, where they are told what to cover for the day, and you want to be fresh on their mind.
5. **Follow up:** After the event, make more calls. Tell reporters about the event, offer to send them photos, tell them who's already covering it. **The more you call, the more coverage you will get.**