



# MOTHERS OUT FRONT

## MOBILIZING FOR A LIVABLE CLIMATE

### HOW TO GET THE MEDIA TO COVER YOUR EVENT

*This document is to help your team create and implement a press plan to get the word out about your campaign activities.*

#### **STEP BY STEP**

1. Plan your event- set a date, place and time.
2. Two to three days before your event, send a media advisory to local media outlets.
3. On the day of the event, resend the advisory and follow-up with a phone call to see if they are coming.
4. At the event, take pictures.
5. After the event, send a press release with photos including captions with the names of everyone in the picture.

#### **WHAT'S A MEDIA ADVISORY?**

- It's a notification sent to media BEFORE an event to quickly provide the WHO, WHAT, WHEN and WHERE of your event. It should be short and easy to scan. An editor should be able to glance quickly to understand your event.

#### **WHAT'S A PRESS RELEASE?**

- It's a write-up of your event sent to media AFTER an event so they can write about your event even if they were not able to attend. It should be clear and concise. Include a photo if possible.

#### **HOW DO I KNOW WHO TO SEND IT TO?**

- Most press outlets will share an email address for their newsdesk on their website. If you don't see one on their website, you can call the paper or station to ask for one. If you have a relationship with a reporter, you should include them. If you have noticed in your

reading that a certain reporters write about issues similar to yours, you should include them as well.

#### **WHEN SHOULD I SEND IT?**

- Media advisories should be sent two to three days before your event and then again on the morning of the event. Press releases should be sent after the event is over, but on the same day of the event.

#### **HOW WILL I KNOW IF THEY ARE COMING?**

- You can always call and ask them! On the morning of the event, call the news desks of the papers, TV and radio stations to which you sent your advisory. Ask if they saw your advisory, if they have any questions and ask if they will be able to send a reporter to cover it.

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