

JEWISH VOICE FOR PEACE

8 Steps for Getting Media Coverage

1. CLARIFY GOALS AND MESSAGING

- What is the goal of the event? What do you want the headline to be?
- Who is the target audience? What outlets will reach that audience? What messages will resonate with that audience?
- Why is this newsworthy? What is unique, timely, creative, striking about your event?
- What are the 2-3 main messages do you want people to take away?

2. PLAN YOUR EVENT WITH THE MEDIA IN MIND

- Pick a location that is easily accessible for media, eg. downtown, near TV stations, etc.
- Time the event to fit into the news cycle. For print, events on Monday through Friday in the morning (11 am) are best as deadlines are usually early afternoon. Saturday can work, but newspapers have a more skeletal crew. For television, 6pm can be good for a live broadcast on the evening news. Otherwise, the day works.
- Design creative visuals, signs, props, costumes, theater, etc that reflect your core messages, and keep in mind your audience is seeing you through the media. So you want images that make sense when shown in a photo or for just a few seconds.
- Think ahead about counter-protestors. Sometime they actually make an event more newsworthy. Other times, they try to provoke you into yelling. Don't participate. And document with your own videocameras.

3. PREPARE MATERIALS

- Research and prepare a media list of key reporters in your area, those who follow your 'beat,' local TV and radio stations, community news, news desk, alternative news outlets, columnists, radio shows. Make a spreadsheet with emails, phone numbers, and twitter handles.
- For print dailies, make sure to send to the Metro Desk. For TV and radio, send to Assignment Editor.
- Write a media advisory to send it out before the event.
- Write a press release for after the event.

4. PREPARE A SOCIAL MEDIA STRATEGY

- Pick a hashtag and publicize it.
- Create a shareable image.
- Create an "ask" like an online petition for people to do.
- Alert JVP national in advance to retweet live.

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5. OUTREACH TO MEDIA

- Send out a BCC'd media advisory 2-3 days in advance, send personal emails to reporters you have a relationship with. Make follow up pitch calls morning after to key contacts.
- Follow up with phone calls the morning of the event, starting around 8 am for print (Metro Desk/Editor) and TV/radio (Assignment Editors).
- Get the event listed in the AP Daybook. Email the advisory and follow up with a phone call to make sure it is listed. Look on <http://www.ap.org> for contact info for your local AP office. Major cities may have their own local version of the AP Daybook, like Bay City News service etc... This is a listing of daily newsworthy events that goes out to every media outlet in a region.

6. IDENTIFY ROLES AND PREP PEOPLE FOR THEIR TASKS

- Media point person: This person's contact info is on press materials and their job is to direct media to spokespeople (can be same person, but doesn't have to be), greet press who show up, give out materials, and get every reporter's contact info.
- Spokespeople: need to be prepped on talking points and should practice in advance.
- Photographer: prep them on what kind of images you want.
- Videographer: prep them on what shots you need.
- Live tweeter

7. TALK TO THE PRESS

- Now you're ready to give interviews, dress appropriately, speak in sound-bites, stick to your talking points.
- Put the press release online, tweet it to key reporters, hand out paper versions to reporters who show up to the event.

8. FOLLOW UP

- Update press release to reflect what happens at the event, attach photo or video, and email to BCC'd list of reporters.
- Put your photos and video online, and share them widely.
- Post links to news coverage on Facebook and Twitter.
- Personally thank reporters who showed up and covered the event.
- Write and pitch an op-ed about why this event was important and why you got involved.