

Working with the MEDIA in APRIL

National Child Abuse Prevention Month

is a wonderful opportunity to work with the media to spotlight the people and programs that work to protect children and strengthen their families.

Here are 10 tips to help you secure media stories and interviews to highlight your organization's volunteers, experts, activities and events in April.

1. **Find the direct contact information for area newspaper,** magazine, television and radio reporters and editors as well as popular bloggers. Call if emails and phone numbers are not included on websites.
2. **Make a list of the programs,** activities and events your organization would like to highlight. Rank them according to the impact of its mission or goal, the need for awareness, and visual interest for photographs and TV news. If you hold three different events on different days, three news releases will be needed.
3. **Prepare a news release.** Tailor the enclosed packet sample to meet your needs.
4. **Snail mail the news release at least two weeks in advance.** Many media companies have lean staffs. Get their attention early.
5. **Follow up.** Email the news release directly to an assigning editor or the reporter you would like to cover your activity a week or two in advance.

6. **Research and practice your story pitch.** Write it down. Make it concise.
7. **Call your media contacts.** Pitch your event and say why coverage would appeal to an audience.
8. **Email available photo opportunities.** Sometimes a photograph can be as important as an article.



9. **When you get coverage, provide media kits,** which can help the media spell all participants' names correctly. Provide your cell phone and home numbers in case questions occur on deadline.
10. **If you are happy with your coverage, send a thank you note.** So few people do. It's a great way to be remembered!