

5 Steps To Media Coverage

Send out press releases to get media coverage for your events.

1. Go to newslink.org to find a listing of media outlets for your area. Get in touch with state and local media contacts. Use all forms of media: television, radio and print. You will generally have the most success with your campus newspaper, local media and pro-life, Catholic or Christian media.

2. Get advance coverage through feature stories. Before your event actually happens, you may be able to get coverage through a feature story of your main speaker, your group, a member, or through another angle that is relevant before the event actually takes place. For example, if a woman your group helped at a local crisis pregnancy center starts attending your university, make sure that the university newspaper writes an article on her and your group that mentions the upcoming event.

3. Prepare and send a press advisory one month before your event. Send another a week before the event. The advisory should go to local calendar editors, all your media outlets, and to the local contacts for wire services, like Reuters. The press advisory should cover three things. First answer the basic who, what, where, when and why. Second, include a quote that could be used in a news story and third, write a short paragraph explaining your group. Use the SFLA Media Advisory Sample.

4. Prepare and send a compelling press release that reads like a news story. The press release should be longer and more detailed than the advisory, but not more than one page. The first sentence is especially important and should include the most important information. Include quotes from a couple different people and an explanation of your group. Also include a schedule and list of speakers if applicable. As in the press advisory, list the date, your name and contact information and the name of the group. Use the SFLA sample press release as an example.

5. The key to having your event covered is to make it interesting and easy for the journalist. Call them the day before the event to remind them and ask if they are coming. Have a designated media area at the event and make sure that volunteers are available to answer their questions or identify key people they may be interested in talking to. Give each reporter a press kit with information about your group and the event they will help them write their article. Follow up with them after the event and make sure they have all the information they need. Remember; make it easy for them to write a great article about your event.

