

## **Media Outreach Timeline**

It's important to have a plan for reaching out to the media to get them to cover your event. Follow the timeline and tasks below to increase your chances of attracting reporters' interest.

### **As soon as possible**

- Compile a media list – names, phone and fax numbers and email addresses for local news outlets and reporters (newspaper, TV and radio).
- Reach out to potential media spokespeople for your event and confirm their availability. Be sure to prepare them in advance with your message and any related talking points.
- Draft a press advisory and a press release. A press advisory is a short document to alert the media about your event a few days in advance. It should read like an event announcement, providing the “who-what-where-when-why” of your event. A press release is a bit longer (usually about a page) and reads more like a newspaper article and is given to reporters on the day of your event.

### **Three days before your event**

- E-mail and fax your media advisory to your media contacts.
- Call your media contacts to follow up and pitch them. Ask if they received your advisory and whether they will send someone to cover your event.

### **The day of your event**

- Give all your media contacts a reminder call before the event.
- Make sure your cell phone is charged
- If possible arrive at your event site an hour early to set up an area for members of the press to sign in.
- As media contacts arrive thank them for coming, ask what their deadlines are, and give them copies of your press release and any other relevant materials.

### **After your event**

- Call all media contacts that attended your event and thank them again for coming and ask them when they will run a story about your event.
- Send all media contacts that didn't attend your event a copy of your press release, as well as any other relevant materials or pictures. Call them to follow-up and ask if they can run a story about your event.
- Scan local newspapers and tape local TV/radio broadcasts to track coverage of your event, and keep copies of all media coverage you receive for your records.