



Center for Progressive Leadership Action Network
National Media Impact Training – Thursday, January 17th

How to Make an Event Media-Friendly

Location: The event has to be in a location that is accessible to reporters. For example, if most of the reporters you would like to attend are in one location, don't hold your event 2 hours from that location.

Time of Day: Make sure that your event is held at a time that works for the reporters deadlines. Decide which reporters you really want to attend the event and plan the event around their deadlines. Also, make sure your event does not take too long so that they have enough time to write the stories.

Visuals: If you want television coverage or a picture in a newspaper, make sure you have good visuals for reporters.

Have a Hook: A hook is something that makes it newsworthy and interesting.

Timely and Relevant: Your event should have something to do something that is happening now. Make sure you don't announce something that they already know.

Press Kits: Prepare and hand out press kits to all the media that attend your event. Press kits should include:

1. A Press release – Don't forget to write the press release as if you were the reporter writing the story.
2. Information about your organization.
3. A list of accomplishments of your org.
4. A bio of the leader of your org or the person that's speaking on behalf of your group.
5. Information about the other groups that are participating in/sponsoring the event.
6. If you are talking about an issue, include information about it. For example, if you are opposing a piece of legislation, include a summary of the legislation.