

# Tips for Getting Media Coverage



*You and your students can raise awareness beyond the school by letting your community know about your event. Local media outlets often cover school events (plays, sports, etc.). A school-wide or grade-wide event on timely global issues may make a newsworthy item.*

If you want a reporter to attend your event:

1. Write a press release. You'll find a template and sample in the School-Wide Events section of [www.Worldof7Billion.org](http://www.Worldof7Billion.org).
2. Email the press release to the appropriate contact (ex. events or community news editor at a local paper). Attach a copy to the email and cut and paste the text into the email's body as well.
3. If you don't hear back in two days, call the media outlet. Briefly tell them about the event and provide the date and time it will be held along with the location. Be clear about what you're asking for that they attend and cover the event. Remember that this is an invitation so make sure to ask! Provide interesting details about what they'll be able to report on.
4. They may not be able to confirm attendance on the spot. Leave your name and telephone number in case further calls are needed.
5. Follow up a day or two prior to the event to confirm attendance and provide any additional logistical details (parking, school entrance info, etc.)

Media sources to target:

- Local TV stations
- Local newspapers (paid-for and free)
- Local radio stations

If you plan to provide the story:

1. Decide what type of coverage you would like – an advance story or a follow-up.
2. Write a press release, keeping this in mind. You'll find a template and sample in the School-Wide Events section of [www.Worldof7Billion.org](http://www.Worldof7Billion.org).
3. For an advance story, email the press release to the media outlet several days before you'd like it published.
4. If you don't hear back in two days, call the media outlet. Briefly tell them about the event. Be clear about what you're asking for – an article about your event using the information you provide.
5. For a follow-up story, be sure to send pictures and/or video along with the press release. You may also want to include a quote or two from event participants (students, teachers, and/or administrators).

Media sources to target:

- Local newspapers (paid-for and free)
- Community websites
- Chamber of Commerce publications
- Local radio stations



**Additional tips:**

- Newspapers will need several days advance notice to plan their coverage. Contact them a week in advance and then follow up closer to the event date.
- TV stations are looking for visual stories. Make sure they understand that the students will actively be engaged in the event – movement, sound, etc.
- When leaving voicemails, say your name and phone number slowly and repeat it twice.
- For a follow-up story in print or web-base media, provide pictures! Make sure they are high quality and in a useable format.
- Websites (whether a community website or the site of your local newspaper's) may be able to post video of the event. If you're able to shoot some footage the day of, do it! The footage need not be professional but it should be high quality – high pixel count, clear, steady, etc.