



10 Best Practices for Attracting Local Media Coverage

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1) Identify events that are newsworthy

- Winning a Pepsi Refresh grant
- Holding a fundraiser where “Kids Help Kids”
- Raising a large amount of money
- Making major research discovery
- Finding celebrity spokesperson/endorsement
- Influencing legislation
- Holding a “National Awareness Day”



2) Create a compelling pitch and headline

- Determine most compelling piece of your story.
- Find pitch ideas from current trends. Review current headlines to see what's hot and work your story into this topic.
- Follow rules of good pitching—
Bad Pitch Blog:
<http://badpitch.blogspot.com>



3) Write your press release

- Include WHAT, WHY, and WHEN
- Be concise; or it won't get read
- Emphasize how event is relevant to your city (local angle)
- Mention community involvement in event
- Include easy contact information
- Add links for more information (website, Facebook, etc.)
- Emphasize camera-worthy visuals at your event
- Highlight celebrity spokesperson who will attend event

Students raise \$75,000 to cure 6th grade classmate!

Cure JM Jog-a-Thon

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Date: Thursday, February 4th from 12:15 p.m. – 2 p.m.

Where: St John School, lower field, 1003 Encinitas Blvd., Encinitas

WHAT: 500 students running in the 4th Annual Cure JM Jog-a-thon have raised \$72,000 to find a cure for fellow student, Parker Hume, who has a rare, incurable disease called Juvenile Dermatomyositis (JM). The students have held lemonade stands, bake sales, garage sales, etc; and some kids have even emptied their own piggybanks. The donations will go to the Cure JM Foundation (founded by Parker's parents) to help fund research into a cure.

WHY: Parker, now 11, has been battling JM for over 7 years, with over 600 trips to the hospital. This life-threatening disease affects the muscles and blood vessels and can attack virtually any system of the body. When Parker was first diagnosed, he could no longer walk, lift his arms or his head. After hundreds of intravenous treatments and over 350 chemotherapy injections, Parker is doing much better. Other kids aren't so "lucky"... some lose their life and some are confined to a wheelchair.

Parker's parents founded the Cure JM Foundation in 2003, and have raised over \$2.5 million from grassroots fundraising. Cure JM has helped fund the first two JM research centers and the FIRST book about JM.

ALSO: Great visuals! The entire school (grades K-8) will be wearing a shirt designed by a student. Event kicks-off with awards and (hilarious) Musical Chairs for the teachers. For more information on Juvenile Dermatomyositis and the Cure JM Foundation: www.curejm.org
Inspirational video on Parker and Cure JM:
<http://www.youtube.com/watch?v=fAAAdokpoojE>

4) Determine where to send press release

- Identify local newspaper and TV station contact information (available on their website).
- Write down fax, phone number, and email address.
- Identify reporters who would be interested in story.
- Ask friends if they have connections to reporters.



5) Plan timing of press release

- Contact newspaper reporters month prior to event.
- Blast all newspapers (most likely, only one will come through)
- Fax or email press release to TV stations one or two days prior to event
- Re-send press release on day of event (early, because they usually decide what to cover each morning)
- Call “Breaking News” hotlines (day prior to event) and explain your event (maybe it’s not breaking news, but once you pitch your story, they might be interested)
- Submit news on media outlet websites



6) Include Social Media in campaign

- Post event on charity's website, Facebook and Twitter pages
- Include share function when posting press release on FB site
- Identify relevant bloggers and on-line news sources
 - Blogsearch.google.com
 - Technorati.com
 - Alexa.com
- Find creative ways to communicate.



7) Prepare for interview and lead it

- Do your research! Know your fact and figures
- Read stories reporter has written
- Think in headlines and sound bytes
- Open with key messages....lead the interview
- Close by summarizing key messages
- Offer to research facts/information reporter might need
- You are always “on the record”



8) Send news AFTER event

- Find most captivating pictures/ results and send to newspapers.
- Write story yourself (newspapers are understaffed, and will appreciate a well-written story).



National campaign could help local kids fight juvenile myositis

by Lillian Cox

6 months ago | 1303 views | 0 | 13 |



From left, the Hume brothers Cole, 6; Parker, 12; and Connor, 14, are fighting for a cure for the rare autoimmune disease, juvenile Myositis. Parker has undergone 500 days in the hospital and chemotherapy in his short lifetime. Local residents who want to help the local nonprofit Cure JM win a \$250,000 research grant from the Pepsi Refresh

ENCINITAS — North County residents have a rare opportunity to make a lifesaving difference in a child's life — but they have to act quickly.

Voting is open until Aug. 31 in the Pepsi Refresh campaign, which is a project that aims to provide funding for businesses, people and nonprofits that will have a positive impact in the community. The Cure JM Foundation hopes to hold on to its second-place ranking to secure a \$250,000 grant that will be awarded to two organizations per month.

All supporters need to do is text message 100850 to 73774 or visit the Pepsi voting website at refresheverything.com/makejmememory.

9) Extend life of media coverage

- Share newspaper or TV link with **EVERYONE YOU KNOW...**it validates the importance of your work.
- Order clip of news story from Parker News Service, unless it is featured on news station's website (it will cost about \$100, but it's worth it!)
- Post media coverage on your own website, Facebook, Twitter, etc. (Check with TV station or newspaper first to get permission).
- Make copies of article and send it to friends, family and neighbors to increase awareness and donations.



PARKER NEWS SERVICE



10) Nurture relationship with reporters



- Follow-up with thank you letter or email
- Emphasize how article increased awareness, helped raise money, etc.
- Send a few items from your organization (t-shirt, etc.)
- Offer to help in the future with reporter's articles regarding charities
- Contact reporter in a year with your next story.

Additional Resources



- Paid news distribution services
- BusinessWire, PRWeb, PRNewswire, MarketWire
- Finding reporters: mediasynconline.com
- Sources reporters use: Free: HARO (helpareporter.com), Quora.com
- Paid: Profnet, ExpertSource