

## MEDIA OUTREACH STEPS FOR SUCCESS

### ONE MONTH BEFORE YOUR EVENT...

**Assemble press kits to distribute to local media.** Press kits should include the following:

- Information about your organization
- Information about the Take 25 campaign
- Fact sheet about the National Center for Missing & Exploited Children® (NCMEC)
- A personalized copy of the Take 25 press release
- Frequently asked questions
- Local contact information for press inquiries

### THREE WEEKS BEFORE YOUR EVENT...

**Research contacts at local media.** Compile media outlet and contact names, telephone and fax numbers, e-mail addresses, preferred method of submission, and deadline for submissions.

**Build relationships with your media contacts.** When first contacting a TV or radio station or a print publication, ask to speak to someone within community affairs or events. If possible, arrange to meet with the reporter in person prior to the event.

**Provide your media contacts with local and national contact information.**

**Don't be discouraged.** Media contacts are often busy. When contacting them, first ask "Is this a good time to talk—are you on deadline?" Be flexible and work around your contact's schedule.

**Offer all of the available resources.** The local television station may be able to air a public-service announcement (PSA) for your event, or they may consider putting information in their written communications. Free sample materials include:

- Outreach materials
- Talking points for NCMEC and the Take 25 campaign
- Safety materials for distribution



## **ONE WEEK BEFORE YOUR EVENT...**

**Send each media outlet a personalized press release** providing information about your Take 25 event, including activities planned, and the best time to have media present. Include specific times when local leaders will be in attendance.

## **TWO DAYS BEFORE YOUR EVENT...**

**Call, e-mail, or Fax all contacts** to ensure they received the press release and attempt to secure a commitment for media coverage.

## **AFTER THE EVENT...**

**Be persistent.** If the story doesn't run as planned, follow up with your contact and send an event summary and pictures from the event. Your contact may be able to run a post-event story instead.

**Be sure to thank your media contacts after the event and acknowledge their station's or publication's support.**