



Tips for Getting Press Coverage of Your IDP Event

- 1) Identify relevant reporters and media outlets
 - A) Make a list of all local media outlets that might be interested in either writing about your event or including it in its event listings
 - B) Make a list of reporters who cover issues related to your work and your event, such as religion, culture, the United Nations, peace/conflict. Query your members to see if any of them have personal media contacts.

- 2) Prepare and disseminate press release
 - A) Write a press release (see attached template & sample) with all the most exciting details of your event. Be sure to include names of any high profile people who will be there, or any background stories/information that will draw people in and make them interested in your CC or some member of your CC.
 - B) Email and send/fax your press release to all reporters and media outlets on your list three-to-four weeks before the event. Where possible, include a personal note: "Dear so-and-so, I thought you might be interested in covering this event..." Also, where possible, include a detail that would be of interest to that particular reporter. For example, if the reporter covers city government and the mayor will be at your event, be sure to mention that in your note.
 - C) Follow up. A week or so before the event, send the release again and follow up with a phone call, email or personal visit to make sure the person got it and noticed it.

- 4) Be available

Reporters are on deadlines. Make sure your contact person is readily available before, after and during the event to take questions from the media. If someone high profile will be there, offer to arrange an interview (you can include a line to that effect in your press release: "For more information or to schedule and interview with [name of person]...")

- 3) Document event and share
 - A) Take photos and/or video of your event
 - B) Write your own news story about the event. You can use the press release template for this as well, but try to start with an eye-catching description of the scene. Make it interesting, as if you were telling a friend about what a great time you had. Send it, along with photos, to any reporter/media outlet who didn't make it.