

NWSF MEDIA PLAN AND PRESS PACKAGE CONTENTS

Media contact: Please see list on press release. I can facilitate questions or help when needed (Laura McLeod, (206) 297-3791, laurakmcleod@earthlink.net)

1) **Pitch** – (not included here, please contact Laura for suggestions!)

Pitch via telephone, e-mail, letter or fax. If by telephone, limit yourself to 30-seconds or less to make your point (tops – 60 seconds!). Also, if by telephone, follow up with information by e-mail, fax or post (and tell them what you'll do).

- Personalize based on who you're talking to, your subject and what you want them to do
- Suggest story angles based on who the reporter is, who they're reporting for, and who the audience is: tightly focus story angles – imagine a photograph (the issue), then zoom in for a close up (the story angle). Always keep in mind: Why should – or would – they care??? Why would their readers/listeners want to know? How does it relate to or impact them – at a personal level?
- Mention support (facts, data, etc.) for the angle or who they can talk with and why they'd want to.

ALWAYS plan to do follow up – call or send another e-mail. Ask, if appropriate, if they **plan to attend the event**, and if yes, have them contact me (Laura), or give me their contact information and let me know I'll call them to ensure they're pre-registered.

2) **NWSF News Release** – more event specific press releases can be generated; current release is for a general audience – can be fine-tuned for targeted audiences or used as it is

3) **IFG Release**

4) **Fact Sheet**

5) **WSF and NWSF Backgrounder**

6) **Planning Committee**

7) **Targeted releases by committees, et al - guidelines**

- Media contact – include e-mail and phone number; also include NWSF contact information
- For Immediate Release
- Event information
- CITY – before first line
- 5 Ws (Who, What, When, Why and Where) and a quote from organizer or 'expert' on topic
- Final paragraph (the 'boilerplate' – see general release) – use in ALL press releases (...the NWSF in non-governmental and non-partisan...)
- Bios of participants if useful and available
- Talking Points/Prepared Statements – To Come