



Five Keys to Savvy Media Outreach

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As you plan your workshops, community conversations or other Vision Quilt events look for opportunities to work with the media to gain a larger awareness of the event. Once you have set the date for your event follow these steps to build a relationship with your local media resources.

- 1. Identify key media outlets.** Get the names of local radio and TV stations and newspapers and make a list of phone numbers and email addresses for these outlets. If possible, identify specific reporters who cover arts, politics, or local events and get their contact information.
- 2. Identify a spokesperson** from your group who will speak to the media about your upcoming event and can be available on short notice to take calls, do interviews, answer questions.
- 3. Write your press release** (see example included in this kit). Send out the press release 7-10 days in advance of your event. If you do not have a specific contact, send to the general email for “news tips.” This information is usually found in the “contact” section of any media outlet.
- 4. Look for calendar opportunities** in your local paper, radio and TV stations or the Chamber of Commerce. Submit details on your event to the calendar organizers. Typically this should happen 10-15 days in advance.
- 5. Follow up 2-3 days prior to event.** This is crucial. News organizations are very busy and think “day to day.” Many times your event isn’t on the radar until a day or two in advance. Make calls and send emails. Make yourself known.

A final note, following your event, reach out to any media outlet that covered the event and send a thank you. Work to **cultivate a relationship with reporters** so they will be more likely to cover your next event.

Good luck!
The Vision Quilt Team