

10 Steps for Local Campaign Nonviolence Week of Actions Press Work

Hundreds of Campaign Nonviolence actions will occur across the nation in every state in September, around the International Day of Peace. Thousands of people will act together to build a culture of peace and nonviolence. Between now and September, Let's make a big push to get this unique week of actions covered in our local and national media. The secret to getting good press coverage is intensive outreach to all of your local news outlets. Here are ten steps to make it happen:

- 1. Choose one or two Media Point People:** ONE OR TWO PEOPLE WHO WILL DO THE HARD WORK OF GATHERING PHONE NUMBERS, MAKING CALLS AND SENDING EMAIL, and be present the day of the event. They must also be willing to be a contact for interviews and comments about your CNV event, so preferably someone who has previous experience. Let Campaign Nonviolence staff know their contact information (email info@paceebene.org with name, phone number and email address) so we can be in touch with them.
- 2. Compile a detailed list** of local radio shows, tv channels, newspapers in your city and state: a contact name, phone number, mailing address, email, fax numbers. TRY TO DO THIS AT LEAST TWO WEEKS BEFORE THE EVENT. Be sure to find the local Associated Press contact information for their Day Book - they will have a daily listing of all events in your area.
- 3. Write a Press Release for your event :** You can write your own or use the sample press release on our website. Make sure contact names and numbers are at the top and that details are clearly highlighted. Also, include quotes from two or three local activists in your press release. Proof read several times . There is a very specific format to Press Releases and this will help you to get the press attention you need. AS A GOOD EXAMPLE, check out Mercy corps press release SAMPLE AND INFORMATION [here](#).
- 4. Mail AND email AND fax AND deliver in person your press release to all of the contacts on your list.** Preferably two weeks before action: Make 50 copies of your local press release and 50 copies of your local event's flyer and mail them, visit those contacts and drop them off. For your local and regional newspaper it is best to go to their office and meet with the editor and explain your event and press release in person. THE KEY TO GETTING PRESS COVERAGE IS BUILDING GOOD RELATIONSHIPS WITH THE PRESS; WE NEED THEM TO HELP US GET THE MESSAGE OUT.
- 5. One week before your event, call everyone** to see if they received the press release. If not, resend it . THEN, ASK THEM IF THEY ARE GOING TO ATTEND THE EVENT. IF NOT, ASK THEM IF YOU CAN CONTACT THEM AFTERWARDS TO TELL THEM WHAT HAPPENED.
- 6. Have your Press Packet ready a week before your event.** A Press Packet includes a press release, brochures about your local groups, flyers of the event, articles about the local issues you are addressing (see our website for material) and whatever else you think would help frame your message to the press. Bring 10-20 copies in separate folders to your event to hand them out to reporters then.

7. Two days before your event **call everyone again** and ask for the newsroom, invite them to your event, see if they have any questions. If necessary call the day before as well. IN PARTICULAR, CALL THE NEAREST ASSOCIATED PRESS OFFICE.

8. On the Day of the event **call your local Associated Press (AP)** first thing in the morning. MAKE sure your event is listed on the AP Day Book.

9. At the event, make sure everyone knows to send reporters to your media contact people. **Media contacts should have 2-3 sentences prepared** about why they are at the event and why this action is important, A GOOD SOUND BITE. You should also **identify 2-3 other people from the group to give short statements** to the press about Campaign Nonviolence and why taking action together WITH PEOPLE ACROSS THE NATION IS SO important. Have 10-20 copies of the Press Release or Press Packet to give to the reporters who show up.

10. **Immediately after the event forward all articles, news blurbs, videos, and photos about your event to Ryan Hall** at info@paceebene.org or use the "Share Your Action form" on our website. We want to document and celebrate our collective success!

Remember – one key to getting good press coverage is to build friendly relationships with reporters. As Campaign Nonviolence, we want to reach out and win them over to the vision of Campaign Nonviolence. Please be friendly, explain how exciting this National week of actions is and stress how we want to hear more about the vision of Campaign Nonviolence on their outlet. Your work has been incredible and they should cover it.

ALL THE BEST! THANK YOU SO MUCH!