

MEDIA Checklist:

AS SOON AS YOU CAN

- Make or get a media outlet list for your area
 - For TV and Radio, all you need is the main switchboard number. For print, go for the environmental reporter or assignment desk.
- Prepare media advisory and press release – you can use the sample advisory and release in this toolkit.

TWO DAYS BEFORE EVENT

- Call reporters about the event, and email/fax the advisory.
 - In your phone calls, you'll have about 30 seconds to tell them the WHO-WHAT-WHEN-WHERE-WHY of the event, and check their email address or fax number to send them your advisory. Call back to make sure they received it. Ask them if they are planning to cover the event; try to get a commitment. Don't get discouraged, they probably won't commit!
- Call the AP and get the event in their "Daybook"
 - The Associated Press of your state circulates to all the media outlets in your area a schedule of events for each day. Find their number in the phone book or information, and tell them you have an event for the daybook. Fax or email them your media advisory and call to follow-up.
- Prepare press packets
 - Include your media advisory, press release, and fact sheets. This packet should be distributed to the press at your event.
- Designate a media liaison and greeters, and have a set of people prepared to deliver the message to any reporters that come. Practice fielding questions from the media and role-play sound bites and answers.

MORNING OF ACTION

- Call through media contacts once again. Email and fax reporters your press advisory. Try to get a commitment that they will attend.
- Bring press packets and a sign-in sheet for reporters who attend

AFTER THE ACTION

- After your event, and follow up with all reporters who attended the event. Make sure they have all of the materials they need. If you took digital pictures, offer to e-mail them the pictures. Use this time to thank the reporter and build a relationship with the reporter.
- Upload your pictures on Bhopal.net
- Post your event to your local Indymedia website.
- Look for coverage of your event on the news or in newspapers. Record and clip articles.
 - Contact reporters who covered the event to thank them.
- Write Op-Eds and Letters to the Editor