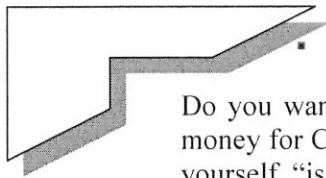


## PUBLIC RELATIONS and PUBLIC AWARENESS

We cannot take our eye off of the ball and miss opportunities that will help others know what the mission of our organization is and **what we accomplish with our Cancer Aid & Research Program**. That is why any form of media exposure, if communicated properly and accurately, is always a plus. Of course, **you may be disappointed if you fail the first time, but you are doomed if you don't try!** So, keep those newsworthy articles, public announcements, photos, etc., flowing to our membership and, of course, the media. It is suggested that you begin contacts supplying them with a "fact sheet", i.e. **who, what, when, why, etc.**

Your own Post/Auxiliary newsletters should provide our membership with very informative data regarding our Cancer Program – remember that the better our own members are informed ... the more we can accomplish! I'm sure many of you are asking the question – why do we want media coverage? And, even with rejections, here are some key reasons:



Do you want more people to come to our events? Build morale in our organization? Raise money for Cancer Aid & Research and our other programs? These are all worthy goals, but ask yourself, "is my story legitimately newsworthy? And if so, why?"

Reporters and editors are often inundated with calls and press releases. Their job is to decide which of those might be most interesting and informative to readers and audiences.

Quite often, events that are open to the public are best publicized through calendar listings in print publications or broadcast via public-service announcements. Or, sometimes writing a letter to the editor or a guest commentary would get your point across better.

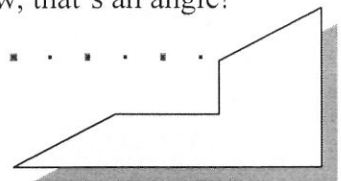
So...what is newsworthy? Ask yourself these questions:

- Is your story new or fresh?
- Is it timely?
- Is there an unusual twist to it?
- Will it make people laugh or cry or get angry?
- Is it useful to readers?
- Does it have an interesting angle?



How do we develop an angle?

An angle is what makes a news story possible. It is the "hook that makes a topic or event interesting. Asking yourself, "who cares?" and "why would they care?" is often a good start to developing an angle. Be sure to keep in mind that sometimes the best story is going on behind the scenes. We may be hosting a fundraising dinner to benefit Cancer Aid, for instance. The dinner, in and of itself, may not be newsworthy, but maybe one of the beneficiaries of the dinner, or a volunteer at the event has an interesting story to tell. Now, that's an angle!



A few additional helpful hints are as follows:

Please be sure you include a **contact name(s)** with their full address, phone, fax and e-mail address when soliciting the help of the media.

### **Who do you contact?**

Daily Newspapers – City or metro editor, or the editor or columnist for the section or column where you wish the article to run (find out your local newspaper's preference).

Weekly Newspapers – contact the Editor.

Radio Stations – News Director or Program Director; for a talk show or the calendar.

TV Stations – News Director or Assignment Editor, if you want the station to cover your Cancer event. TV talk show; speak to the Program Director or the Producer of the show.

It is CRITICAL that you follow the enclosed timelines – these folks are busy and so it will be very important to follow-up several times to ensure your information is printed, aired, whatever!

### **60 Days Prior for Coverage**

- To secure public service time on TV, cable or radio
- To arrange interviews on TV or radio talk shows
- To be on TV or newspaper community calendars

### **30 Days Prior**

Mail the first of two news releases about the event to newspapers, TV and radio.

### **14 Days Prior**

Mail second news release to newspapers.

### **7-10 Days Prior**

Important Note ... be sure to mail ALL "Fact Sheets" to Assignment Editors at the TV and radio stations to encourage them to cover the event.

### **5-7 Days Prior**

Follow-up calls to Assignment Editors at TV/radio and Editors at newspapers to see if someone will be covering the event.

Again, these folks are a "rare breed" and can often seem pre-occupied and insensitive, but it is extremely important to be kind, energetic and knowledgeable about the event you wish to receive coverage ... and especially about our Cancer Aid & Research Program!

As I stated earlier, if you get brushed off the first go-round ... try again and again – do not give up!