



NATIONAL DAY OF ACTION

to get **REAL FOOD** in schools · Labor Day, Sept. 7, 2009

A SLOW FOOD USA CAMPAIGN

HOW TO GET THE MEDIA'S ATTENTION

In addition to submitting letters to the editor, invite the media to cover your Eat-In.

As soon as possible:

- **Compile media contacts** – names, phone and fax numbers and email addresses for local news outlets (newspaper, TV and radio)
- **Reach out to potential media spokespeople** for your event and confirm their availability on Sept. 7. Provide them with our key messages and talking points.
- Prepare your Eat-In media alert. (To learn how, read the “Communications” guide.)

One week prior to your Eat-In:

- E-mail or fax your media advisory to your media contacts.
- **Call your media contacts to follow-up** – ask if they received your advisory and whether they will send someone to cover your event. Be sure to reinforce why your Eat-In is important and what makes it newsworthy, especially the fact that it is part of a larger National Day of Action consisting of hundreds of Eat-Ins across the country.

The day of your Eat-In:

- **Remind people.** A day or two prior to your Eat-In, make reminder calls to all of your media contacts. Be sure to position the person you've assigned as the point person and provide his/her cell phone number.
- **Have a working cell phone.** Make sure the media point person has a cell phone that is charged and that your location gets good reception.
- **Meet the press.** Arrive at your Eat-In site an hour early to set up an area for members of the press to sign-in. As they arrive thank them for coming, ask what their deadlines are, and give them copies of the National Office's news release(s) and any other relevant materials.



After the Eat-In:

- **Say thank you.** Call all media contacts that attended your event and thank them for coming. Ask them when they will run a story about your event.
- **Follow up.** Send them additional event photos or video as requested.
- **Reach out.** Send all media contacts that didn't attend your event a copy of the latest Slow Food USA news release. Call them to follow-up and ask if they can run a story about your event.
- **Keep track of coverage.** Scan local newspapers and tape local TV/radio broadcasts to track coverage of your event. Keep copies of all media coverage you receive for your records and send the National Office details about your successes to timeforlunch@slowfoodusa.org.