



# THE GREAT AMERICAN MEATOUT

## *Working with the Media*

A key objective of a Meatout event is to obtain favorable media coverage that will carry a positive message to thousands of other community residents. Many media personnel are already familiar with Meatout. However, they are unlikely to provide coverage unless they have a local angle on the story. That is why it is very important that you advise and remind local media about your event.

### Here are some tips to get media coverage for your event:

- ☰ **Get current names and contact information** for all lifestyle, food, assignment, and/or news editors by calling the newspapers and stations.
- ☰ **Contact talk show producers or hosts to arrange an interview.** Offer to bring along a local celebrity (3 weeks before event). Follow up by phone. Confirm any plans (1-2 days before).
- ☰ **Call in to talk shows** to announce your event by relating it to the talk show topic (any time).
- ☰ **Send a general news release** about your event and the national Meatout observance to the lifestyle, and food editors of newspapers and radio and TV stations as soon as your plans are solid. Be sure to include all newsworthy details. Write in short, objective newspaper-style paragraphs so reporters can draw directly from your release. You may use portions of our national news releases on [www.Meatout.org](http://www.Meatout.org) (2-3 weeks before).
- ☰ **Send notices of your event** to newspaper calendar sections (2 weeks before).
- ☰ **Send letter to the editor.** Keep it friendly, simple, and under 250 words (1 week before).
- ☰ **Offer to bring vegan lunch to talk show hosts** who did not schedule an interview, if they agree to mention it on the air (5 days before).
- ☰ **Send a media advisory** to the assignment editors or news directors of newspapers and radio and TV stations announcing the precise nature, date, time, location, and program of your event. Note any prominent speakers or other newsworthy aspects (3 days before).
- ☰ **Follow up by telephone** to find out whether they plan to come. They may ask you to send the advisory again. Be friendly and upbeat, and keep it short, unless encouraged to elaborate. Avoid late afternoons, when they are on deadline.
- ☰ **Offer to send a report and photographs of your event** to media people who seemed interested, but did not show (immediately after the event). Always thank those who cover your event. Invite them to call you next time they need sources on vegetarian or animal rights issues.

