



## **GUIDELINES & TIPS FOR GETTING MEDIA COVERAGE OF YOUR NATIONAL STANDING ON THE SIDE OF LOVE DAY EVENT**

### **TO CONSIDER WHEN DESIGNING AN EVENT:**

**COUNTERINTUITIVENESS:** Does your event bring to life a surprising perspective or reflect an uncommon reality? Interfaith events or unlikely partnerships between religious leaders consistently get media attention because many assume this type of work rarely takes place.

**IMAGE:** What will the event “picture” look like through the lens of a camera? Will there be a good, colorful visual of people doing interesting things and not just speaking? A dinner with lots of seated guests is a less engaging image than that of a rally or fair.

**TIMING:** Are you hosting your event at a time that is convenient for local media? Try to schedule activities on a weekday from 10:30 am to 8 pm. Many local newsrooms are not staffed on the weekends.

**TOPICALITY:** Why host the event? Responding to a recent event and “piggybacking” on to an existing news narrative (either local or national) is more likely to garner coverage than something that doesn’t address an already publicized issue or need.

**UNIQUENESS:** Have you seen this event before? Is it unusual? The appeal of your event will be strengthened if it is the first-of-its-kind for a particular media market.

**A NOTE ABOUT PRESS CONFERENCES:** Don’t host a press conference unless you’re announcing something significant and objectively newsworthy. It can be difficult to drive media attendance to a press conference—and unlike other events, there is little redeeming purpose if no news coverage is earned.

### **SAMPLE EVENTS LIKELY TO GARNER MEDIA COVERAGE**

- ➔ Interfaith workshop with area teachers about how to promote and respect religious and racial diversity after racist graffiti appears on a locker at a local middle school.
- ➔ Bi-lingual worship service with local religious leaders and Latino families after a report that non-native English speakers are being unfairly discriminated against in local government hiring.
- ➔ “Talking Tour” led by local transgender group to answer questions from members of the community after a transgender individual is targeted in a hate crime.
- ➔ Panel with local military families and local religious leaders about the need to end “Don’t Ask Don’t Tell.”