NWSF MEDIA PLAN AND PRESS PACKAGE CONTENTS

Media contact: Please see list on press release. I can facilitate questions or help when needed (Laura McLeod, (206) 297-3791, laurakmcleod@earthlink.net)

1) Pitch – (not included here, please contact Laura for suggestions!)
   Pitch via telephone, e-mail, letter or fax. If by telephone, limit yourself to 30-seconds or less to make your point (tops – 60 seconds!). Also, if by telephone, follow up with information by e-mail, fax or post (and tell them what you’ll do).
   
   - Personalize based on who you’re talking to, your subject and what you want them to do
   - Suggest story angles based on who the reporter is, who they’re reporting for, and who the audience is: tightly focus story angles – imagine a photograph (the issue), then zoom in for a close up (the story angle). Always keep in mind: Why should – or would – they care??? Why would their readers/listeners want to know? How does it relate to or impact them – at a personal level?
   - Mention support (facts, data, etc.) for the angle or who they can talk with and why they’d want to.

   ALWAYS plan to do follow up – call or send another e-mail. Ask, if appropriate, if they plan to attend the event, and if yes, have them contact me (Laura), or give me their contact information and let me know I’ll call them to ensure they’re pre-registered.

2) NWSF News Release – more event specific press releases can be generated; current release is for a general audience – can be fine-tuned for targeted audiences or used as it is

3) IFG Release

4) Fact Sheet

5) WSF and NWSF Backgrounder

6) Planning Committee

7) Targeted releases by committees, et al - guidelines

   - Media contact – include e-mail and phone number; also include NWSF contact information
   - For Immediate Release
   - Event information
   - CITY – before first line
   - 5 Ws (Who, What, When, Why and Where) and a quote from organizer or ‘expert’ on topic
   - Final paragraph (the ‘boilerplate’ – see general release) – use in ALL press releases (…the NWSF in non-governmental and non-partisan…)
   - Bios of participants if useful and available
   - Talking Points/Prepared Statements – To Come