



Promoting Your National Women's Health Week Event: A How-To Guide for Media Outreach

Establish a spokesperson for your organization

This will allow one person to be the voice of your organization when doing an interview. Make sure this person is familiar with your organization, its mission, and the purpose of your National Women's Health Week event or activity. They should also be comfortable speaking to reporters and doing television and radio interviews, if needed.

Create a media list

Create a list of local newspapers and TV and radio stations to contact in your area. Go online or call the station or publication to determine the best person for you to contact (most likely a health editor or reporter). Your organization's communications department may already have a list of local media, so be sure to check there first.

Let the media know about your event

Pitch your event no later than one week in advance. Start by sending a media advisory via fax or e-mail to alert reporters to the event. A media advisory briefly states what the event is, why it is being held, who is attending, and when and where it is taking place. It is usually sent to the news desk or news assignment editors, who are in charge of assigning reporters to cover stories. A template media advisory is available at <http://www.womenshealth.gov/whw/activity-planning/promote/>.

A press release should be sent in addition to the media advisory. Press releases are more in-depth than media advisories and should detail your event, explain the women's health issue you are bringing attention to, and include a quote from your organization's spokesperson. The press release should be sent directly to the reporter, editor, or producer who covers health topics or community events. A template press release is available at <http://www.womenshealth.gov/whw/activity-planning/promote/>.

After sending the media advisory and press release, be sure to follow up with a phone call. Reporters and editors are often busy working against deadlines, so *briefly* state the "who, what, where, when, and why" of your event. A pitch that is short, to the point, and creative is more likely to spark a reporter's interest.

Let other organizations know about the event

Local businesses, grocery stores, health clubs, hospitals, shopping malls, libraries, retail stores, women's groups, and other organizations may be able to help promote your event. Ask them to hang posters or flyers or send information through their listservs or newsletters.

Utilize community calendars and Web sites

Encourage local newspapers and TV and radio stations to post your event to their community calendars and Web sites. Be sure to look for submission rules and procedures to ensure your event is posted correctly and in a timely manner.

Create a press kit

Create a press kit that includes fact sheets, bios of key spokespeople, women's health information as it relates to your event, and other useful materials about your organization and the upcoming event. Send the packet, folder, or CD of information to reporters and have the kits available on the day of your event. Fact sheets for National Women's Health Week, National Women's Checkup Day, and the Woman Challenge are available at <http://www.womenshealth.gov/whw/activity-planning/promote/>.

Follow up with the media

Make sure you follow up with any media that attended the event and/or wrote a story. Send a quick thank you note or give them a call and encourage them to contact you if they need information or quotes for future stories. For a sample thank you note, please visit <http://www.womenshealth.gov/whw/activity-planning/promote/>.