



# RAINN Day 2008

## media tips

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*\* Spreading the word through publicity is crucial to the success of RAINN Day on your campus. Media coverage is a great way to do this. Here are some tips to help you get local and campus media to cover RAINN Day at your school.*

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### GETTING COVERAGE

- 1 } **Make a media list.** This is a list of your local and campus media's contact information. Make sure you're sending emails and letters to the right person in the right department. Check out your school's website for info on your campus paper. And visit [www.newslink.org](http://www.newslink.org) to find info on local media in your area (off-campus.)
- 2 } **Be aware of the paper's deadlines and meet them.** If you want a story in the next edition of the paper, research and find out when submissions are due. You want to give the paper enough time to meet its deadline.
- 3 } **Make your pitch succinct and newsworthy.** Remember that the media's job is to report on events and issues that are relevant to the community. Include examples of how RAINN Day specifically relates to life on your campus and why it's so important. Don't forget details like the date and time of your event.
- 4 } **Send the media pitch.** RAINN drafted an example of a pitch for you to use as a guide. Feel free to download it and add things that make it more meaningful for your school.
- 5 } **Provide your contact information.** Make it easy for the reporter to contact you for more information by clearly including your phone number and/or email address.
- 6 } **Follow up after a few days.** This can be a follow-up phone call or email just to make sure the reporter received your submission and to check whether or not it's being considered for a story.

## THE INTERVIEW

- 1 } **Be prepared.** Have statistics ready to promote RAINN Day's relevancy to the local community, as well as RAINN Day background information (e.g., activities, time, place, etc.). Visit [www.rainn.org/statistics](http://www.rainn.org/statistics) for relevant statistics.
- 1 } **Make simple and solid key points.** Clearly state your organization's mission, the purpose of RAINN Day and anything else you think is important for the public to know. Make a list of your most important points before the interview.

## THE FOLLOW-UP

- 1 } **Contact the paper for a follow-up story.** Even if they didn't accept your submission to cover RAINN Day previously, try for a follow-up story on how the event went.