



MEDIA OUTREACH STEPS FOR SUCCESS

ONE MONTH BEFORE YOUR EVENT...

Assemble press kits to distribute to local media. Press kits should include the following:

- Information about your organization
- Information about the Take 25 campaign
- Fact sheet about the National Center for Missing & Exploited Children® (NCMEC)
- A personalized copy of the Take 25 press release
- Frequently asked questions
- Local contact information for press inquiries

THREE WEEKS BEFORE YOUR EVENT...

Research contacts at local media. Compile media outlet and contact names, telephone and fax numbers, e-mail addresses, preferred method of submission, and deadline for submissions.

Build relationships with your media contacts. When first contacting a TV or radio station or a print publication, ask to speak to someone within community affairs or events. If possible, arrange to meet with the reporter in person prior to the event.

Provide your media contacts with local and national contact information.

Don't be discouraged. Media contacts are often busy. When contacting them, first ask "Is this a good time to talk—are you on deadline?" Be flexible and work around your contact's schedule.

Offer all of the available resources. The local television station may be able to air a public-service announcement (PSA) for your event, or they may consider putting information in their written communications. Free sample materials include:

- Sample outreach materials
- Talking points for NCMEC and the Take 25 campaign
- Safety materials for distribution

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National Missing Children's Day • May 25 • take25.org

NATIONAL
CENTER FOR 
**MISSING &
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CHILDREN®



MEDIA OUTREACH STEPS FOR SUCCESS (cont.)

ONE WEEK BEFORE YOUR EVENT...

Send each media outlet a personalized press release providing information about your Take 25 event, including activities planned, and the best time to have media present. Include specific times when local leaders will be in attendance.

TWO DAYS BEFORE YOUR EVENT...

Call, e-mail, or Fax all contacts to ensure they received the press release and attempt to secure a commitment for media coverage.

AFTER THE EVENT...

Be persistent. If the story doesn't run as planned, follow up with your contact and send an event summary and pictures from the event. Your contact may be able to run a post-event story instead.

Be sure to thank your media contacts after the event and acknowledge their station's or publication's support.