

## Press Events

If you have a compelling message or visual, you may want to consider organizing a press event to increase awareness of Alaska public lands issues in your community.

### First Steps

- Develop a focused message
- Practice your message ... then practice it again
- Be creative
- Build a good visual for the press

### The Day Before Your Event

- Send a press advisory the day before the event - include What, When, Where, Who, Why, Visuals, and Directions
- Call reporters, assignments editors, and the Associated Press to put the event on their radar screen
- Prep your materials and prep your speakers



### The Day of the Event

- Early in the morning - 7 a.m. - call through assignment editors and reporters again
- Get to the site early and get set up
- Keep the event short and sweet
- Answer any questions you can, get back to reporters either way even if you can't answer their questions; developing good relationships with reporters is key for building awareness for your issues
- Send out press release with photos to reporters who didn't attend

### Follow-up

- Watch for coverage: clip it and send it to your representative and senators' offices
- If you don't get coverage, try to send in a letter to the editor about the event
- Thank your participants!

As with any outreach activity, if you would like help on your event, please feel free to contact the staff of the Alaska Wilderness League- 202-544-5205 or [info@alaskawild.org](mailto:info@alaskawild.org).