

Media Checklist

THINGS TO CONSIDER BEFORE SUBMITTING

**FOR OUR
KIDS**

Press Release

- ☐ SHORT AND FAST IS BEST-ONE PAGE IF YOU CAN
- ☐ USE FOCUS STATEMENT: WHO IS DOING WHAT AND WHY?
- ☐ NOW ADD A STRONG HEADLINE: E.G. MOTHERS TAKE ON CITY HALL
- ☐ USE ACTIVE SENTENCES: WE WILL MARCH VS. A MARCH WILL OCCUR...
- ☐ FOCUS ON RELEVANCE TO COMMUNITY-WHY IS IT NEWS?
- ☐ CONSIDER VISUALS: PRINT & TV WILL NEED TO SEE SOMETHING
- ☐ INCLUDE BACKGROUNDER WITH MORE DETAIL
- ☐ GIVE LOTS OF NOTICE--ONE WEEK BEFORE EVENT WITH REMINDER DAY BEFORE
- ☐ ONE FOLLOW-UP CALL (BUT NO MORE)
- ☐ GET THE FACTS RIGHT: CHECK DATE, NAMES, TIMES, WHO, WHAT, WHEN, WHY & WHERE
- ☐ GENERATE YOUR OWN PRESS IF IT DOESN'T GET COVERED

Opinion/Letter

- ☐ CONNECT TO RECENT ARTICLE OR ISSUE (2-3 DAYS)
- ☐ STICK TO WORD COUNTS IN SUBMISSION GUIDELINES
- ☐ MAKE A SINGLE POINT WELL
- ☐ OFFER RECOMMENDATIONS
- ☐ FANTASTIC FIRST & LAST LINE (PERSONAL, CREATIVE, FUNNY)
- ☐ WRITE MOST IMPORTANT STUFF FIRST
- ☐ INVITE READERS TO CARE BY INCLUDING PERSONAL & POIGNANT FACTS
- ☐ AVOID JARGON
- ☐ RESPECT OTHER SIDE
- ☐ OFFER GRAPHICS
- ☐ DIRECTLY ADDRESS TO OPINIONS EDITOR IF POSSIBLE