



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, the mission, and the purpose of your National Women's Health Week event/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, 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 with them first.

Let the media know about your event

Pitch your event no later than one week in advance. Start off by sending a media advisory via fax or e-mail to alert reporters to the event. A day or two before, send a press release that explains the event. A template media advisory and press release are available at <http://www.womenshealth.gov/whw/activity-planning/>. Be sure to follow up with a phone call.

Pitching tip: make sure you *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

Submit information about your event and National Women's Health Week to local organizations that send newsletters to employees or members. Local businesses, grocery stores, health clubs, retail stores, women's groups and various associations may have newsletters or other publications that can promote your event. Make sure to check the submission dates in advance to ensure the National Women's Health Week information is timely.

Utilize community calendars and web sites

Encourage local newspapers and TV and radio stations to post your event in their community calendars and on their 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/>.

Follow up with the media

Make sure you follow up with any media that attended the event and/or wrote a story. This will encourage a lasting relationship between you and the media, which will be handy for future activities or events. A follow up can include a quick email, phone call, or thank you note. For a sample thank you note, please visit <http://www.womenshealth.gov/whw/activity-planning/>.