



US Campaign to End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

How-To Pitch a Story

Your event is planned, the posters are ready, your press release is written. Now what? Use these tips, adopted from US Campaign member group [Interfaith Peace-Builders](#), to pitch your story to the media.

Target your press release to media outlets that are likely to cover your story. If you are planning an event or a rally, target reporters who cover community events. Try to get your event on community calendars. Make sure your press release includes the important information—what, when, where—in the first line. You can read [press releases from the US Campaign](#) for ideas.

Decide beforehand what you are asking reporters to do. Do you want media coverage of your event? Do you want to be invited to give an interview? Do you have a pull quote you would like the reporter to use? Keep this goal in mind when you are pitching your story to reporters.

After your Press Release is sent out, **be ready to make a series of follow-up calls** to the media in your area. When you call a reporter, editor, talk show host or producer, you can assume that they will not have noticed your release. Media contacts receive hundreds of press releases every day and do not read most of them. That is why **your follow-up calls are essential**. Chances are, you will need to resend them the Press Release again. Specify the subject of the e-mail you are sending and send it as soon after the phone call as possible.

Many times you will not reach the media contact you are calling and will be asked to leave a voicemail message. If this is your first round of follow-up calls, it is a good idea to leave the message and re-send the release via e-mail (again, specify the subject of the e-mail in your voicemail message).

One follow-up call will rarely be enough. Keep an updated contact sheet for each media contact you make. Record the date and result of every contact. Use these notes when you make the next call. Remind the media contact when the last time you spoke was and what he/she told you at that point. Keep calling until you get a definite answer – either a Yes or a No – but don't be a nuisance.

Relationships with reporters can open up many avenues for later media activism. You can return to the reporter later for coverage of another event or other related issues. The reporter may even begin to use you as a resource in their own work. When an article is published, be sure to follow-up with the reporter to thank him/her and mention your interest in continuing the relationship.

If you get media coverage, be sure to let us know by emailing media@endtheoccupation.org.

The information in this fact sheet was adapted from Interfaith Peace-Builders

www.endtheoccupation.org | 202-332-0994 | PO Box 21539 | Washington, DC 20009