

# 10 WAYS TO GET PRESS COVERAGE

## 1. DEVELOP A MEDIA LIST

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- Check out media directories on the Internet and at your local library. Look for contact information for editors, managing editors, and/or editorial assistants. Contact these people to find out who handles news stories, events, or public service announcements and ask how you should submit your story.
- Include TV and radio stations, daily newspapers, weeklies, magazines, and government websites for your city or county or websites for local parks where boaters go.

## 2. WRITE A PRESS RELEASE

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- Create a press release about your event — draft press releases are available in the VSC media kit, available on [uscgboating.org](http://uscgboating.org).

## 3. SUBMIT AN ARTICLE OR EDITORIAL ABOUT THE BENEFITS OF VSCS

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- Call each media outlet for the name and contact information of the person who considers submissions like these — sample articles are available in the VSC media kit, available on [uscgboating.org](http://uscgboating.org).

## 4. MAKE FRIENDS WITH THE PRESS

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- Provide the press with interesting visuals of a VSC in progress, available on [uscgboating.org](http://uscgboating.org).
- Provide a spokesperson who is well informed about your organization and VSCs.
- Answer media requests in a timely manner - reporters have strict deadlines and will not run a story if they don't get the information they need.
- Provide concise reference materials such as a one page fact sheet and one page press release — samples are available in the VSC media kit, available on [uscgboating.org](http://uscgboating.org).

## 5. UNDERSTAND DEADLINES

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- Give editors/assignment desks at least 24 hours' notice before a press conference or special event. Typically, newspapers and TV stations have a 2 or 3 pm deadline.

## 6. FIND THE LOCAL OR HUMAN ANGLE

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- Have there been serious accidents in your area that could have been prevented because of a VSC? Is there anyone who feels his or her life was saved as a result of a VSC? Use these stories to get press interest.
- Always look out for breaking news or events that relate to boating safety. Contact the media as soon as possible after such events.

## 7. GO BEYOND THE NEWS DESK

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- Community calendar, lifestyles, or even sports desks at newspapers may be interested in stories on safe boating and VSCs.

## 8. GET CREATIVE

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- Embrace creativity from your team and seek out unconventional ideas for events to help entice the media to cover your event and the public to participate in it.

## 9. PERSIST

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- Follow up any written or e-mail correspondence with a phone call. Don't forget to put in a reminder call the day before your event and the morning of the event. Try to develop a rapport with the editor and/or reporter. Keep developing and updating your media list.

## 10. STAY FOCUSED

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- Stick to the message that VSCs are free and result in no penalties or fines.
- Always provide a phone number, e-mail, or website for people who want more information or want to schedule a VSC.