

# Media Success Check List

One great way to promote your stand is to get the local media involved in sharing your story. Below are a few quick tips to help you get your event some news coverage.

- ☐ **Use our [media alert template](#) to get started.** Tell your story in this media alert so you have something prepared to send to your local stations and raise more awareness of your event! Make sure to include a link to your event page.
- ☐ **Lead with your local angle.** Reporters want stories from their community. When you fill out the media alert template, make sure your location, your family's connection to childhood cancer research, and your stand's personal story are front and center — that's what gets a local station to show up. Leverage any past events or work with ALSF for additional context.
- ☐ **Send your media alert 5–7 days in advance, then follow up the day before.** Most local news assignments are made 24–48 hours out, so a reminder email the day before your stand is just as important as the initial outreach.
- ☐ **Go beyond broadcast.** In addition to the TV contacts in the database, consider reaching out to your local newspaper, community news site (i.e. Patch.com), or neighborhood Facebook/Nextdoor group — these are often easier to land and drive real local turnout. Event listings are also great to post for awareness.
- ☐ **Make it easy for media to say yes.** Include a great photo or short video clip of your family in your outreach, and be clear about the who/what/when/where. The simpler you make it for a reporter to visualize the story, the better.
- ☐ **Engage with your local media outlets** and local broadcast personalities on social media in the days leading up to your stand or event — tag them, share your event, comment on their content. It builds familiarity before your email hits the news desk inbox and can make a real difference for local markets.

