



MEDIA TIPS

Please review these helpful tips for getting media involved in your fundraiser and/or event.

Need help getting the attention of your local newspaper or TV news station? Download our [Media Letter Template](#) and personalize it with details of your ICP personal experience.

The best time to begin to contact your local media for press coverage of your fundraiser and/or event is at least 6 weeks in advance. Ideally the goal is for each fundraiser and/or event to be covered by a newspaper, TV news stations etc. to raise awareness. It is best to reach out to as many as you can and submit one day and wait three days and resubmit.

Here are some helpful tips:

- Look for the “Submit a Story Idea” section on your local newspaper or TV station’s website
- Look for email addresses of news reporters on local news websites such as health correspondents
- Buy your local newspaper to locate the email address and contact information
- Check out your local newspaper website for contact information and submit news forms section
- Contact other press for media exposure for your story or fundraising event