**Garner Local Media Attention for RED Day**

Garnering media attention for your RED Day event increases awareness of your market center and solidifies you as a community supporter, while spreading the Keller Williams culture.

Below is a step-by-step guide to attracting media coverage.

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| **Media Outreach Process** |
| **Step 1: Lay the Groundwork** | * Craft a 30-second message. Use exciting, energetic verbs, specific details and keep it short.
* Determine what makes your event newsworthy. Before pitching the media, consider the timing, community impact, location, people involved and how your event could compete against other stories the day of the event.
* Determine how to tell your story through pictures, video and sound. Many market centers chose to hire photographers or videographers for RED Day.
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| **Step 2: Pitch your Story** | * Find out who may have already covered your organization, cause or type of event in the past.
* Identify reporters who might be interested or ask your office members for media connections.
* Draft a strong story and send your pitch through email. (30-second media pitch)
* Follow-up with reporters via phone. Use Google, LinkedIn, and the media outlets’ Websites to track down email addresses, phone numbers, Twitter handles, and/or Facebook pages for each reporter.
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| **Step 3: Leverage Media Coverage** | * Track media mentions of your event.
* Share the news with associates, clients and your community.
* Thank the media outlet(s) and reporter(s).
* Use the media coverage as a relationship-builder for future needs.
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**For more information on the media outreach process, visit:** <http://www.change.org/guides/get-the-story-to-media>

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| **Sample RED Day Media Relations Timeline** |
| **April − May:** | * Find the contact information for business/real estate editors and reporters for your local media outlets (available online). If contacting television or radio, look for an assignment editor.
* For weekly publications, send a press release to media contacts one and a half weeks prior to event.
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| **Week Prior:**  | * For daily papers, send a press release to media the Friday before the event.
* Follow up with a phone call or email after sending.
* Use the RED Day email signature (available on the RED Day intranet site).
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| **Day Before:**  | * Distribute (email) the media alert (available on RED Day Website) to all print and broadcast TV media.
* Follow up with a phone call and/or email.
* Use the RED Day email signature (available on RED Day intranet site).
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| **Day Of:** | * Have a copy of the press release on hand, along with information for the media about your market center and Keller Williams Realty.
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| **After Event:**  | * Complete the press release template (to be posted online after RED Day).
* Send the press release to media and include high-resolution photo(s).
* Follow up with a call or email.
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