

# HANDS ACROSS THE SAND™

Hands Across The Sand Is Coming To Your Beach or City May 16

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## How to generate media for a Hands Across the Sand event

### Media Overview

This kind of visual event is aimed at local television. You should invite other reporters as well – print, TV, and local bloggers – but make special effort to reach out to local TV, since they will be particularly interested in the visual elements.

Send out your **media advisory** and make **pitch calls** the Monday before your event. Call your local TV stations and ask to speak with the assignment desk (sample pitch script is below). Please note: It is important to call all of the outlets that you want to cover this – not just email.

We also recommend that you have a sign-making party on Friday at your office and invite local TV to come out and film that in anticipation of the Hands Across the Sand event planned for Saturday. This will provide an opportunity for weekday coverage as well as weekend coverage.

On the day of the event, make sure to have a volunteer take photos at the event so that you can email photos to all the print and online outlets as soon as the event is over, with the **press release**. The media advisory gets sent out before the event happens, and the press release should get sent out with high-res photos immediately after the event happens.

### Sample phone pitch for TV:

“Hi, is this the assignment desk? Great, I just wanted to let you know that there’s going to an event called Hands Across the Sand here at our beach in XXtown with really strong visuals: Hundreds of residents joining hands on the beach to draw a line in the sand and say no to offshore drilling, yes to clean energy. There are going to be hundreds of similar events around the country – the largest gathering against offshore oil drilling in history. Do you think you’ll be able to cover it? Should I email over the media advisory or fax it to you? What email address/ fax number is best?”

Bonus: “By the way, this is going to be a pretty dramatic visual on the beach – do you think you might be interested in sending a traffic helicopter to get some aerial shots of the beach, with the people joining hands across it?”

Call the assignment desk again at 8am the day of the event to remind them and see if someone is coming to cover it. Make sure to give them your cell phone number so that the reporters can find you when they get there.

### Sample phone pitch for print reporters:

Hi, this is \_\_\_ calling from XXXX. Do you have a second, or are you on deadline? I just wanted to let you know that there’s going to an event called Hands Across the Sand here at our beach in XXtown with really strong visuals: Hundreds of residents joining hands on the beach to draw a line in the sand and say no to offshore drilling, yes to clean

energy. There are going to be hundreds of similar events around the country – the largest gathering against offshore oil drilling in history. Do you think you’ll be able to cover it? This is going to be a really visual event - Who should I speak to in the photo department to see if they can assign a photographer to cover this as well? Should I email over the media advisory or fax it to you? What email address/ fax number is best?”

### **Sample pitch to TV for sign-making party**

Hi, can I speak to the Assignment Editor?

You’ve probably heard that XXdate, is going to be Hands Across the Sand, the largest protest against offshore oil drilling in history. Tomorrow, on Friday, we’ll have volunteers at our office making signs to gear up for the big event. Would you be interested in the opportunity to come by and film the visuals of our sign-making party and get some interviews about the upcoming Hands Across the Sands event that (city residents) are gearing up for?

### **EVENT PLANNING TIMELINE**

#### **ONE WEEK BEFORE:**

Saturday – pitch calls to TV stations to speak with weekend assignment editors

#### **WEEK OF YOUR EVENT**

Monday – pitch print, radio, and online media

Thursday – call media to pitch them on a “sign making party” for Friday

Friday – host your sign making party, invite media

#### **DAY OF YOUR EVENT**

8am – make reminder calls to all your local TV stations. It is important to do this early before they finish their morning assignment meetings.

10am – head over to your location

11am – participants begin to arrive

12pm - hold the event, make sure someone is taking photos

1pm – head back to your office and email out the press release along with a few of the best photos

Late afternoon – email your volunteers to thank them for coming

#### **NEXT DAY**

Gather press clips, email your volunteers to show them all the great coverage, send list of clips to XXX.