

Community Fundraising: Media and Outreach

Thank you for your efforts to create awareness and raise money for the Shark Research Institute! Shark Research Institute inspires stewardship of the oceans and marine species. The funds raised during your event will help Shark Research Institute to continue its research and conservation work throughout the world.

Media coverage can be an important aid in making your event a success. It can help you reach members of your community who might otherwise be unaware of your event or Shark Research Institute. Press and media coverage is a free, effective and far-reaching tool. Generating press coverage requires only a small amount of work compared to the number of people you can reach.

There are many ways in which effective press coverage may contribute to the success of your event:

- **Education** The press coverage you generate will inform members of your community about your event, as well as the importance of a healthy ocean and the work of the Shark Research Institute.
- **Visibility** Press coverage will result in a higher level of community involvement in your event.
- **Inspiration.** Press coverage can motivate and compel people to join you and the Shark Research Institute in the fight to protect sharks and our oceans.

This document will walk you through some easy ways you can generate press coverage of your event. It includes:

- Press Coverage Checklist and Timeline
- Creating an Effective Media Contact List
- Interview Talking Points and Shark Research Institute Background Information
- Sample Press Release

Thank you again for you time and effort. Your work in generating support for the Shark Research Institute and our programs is greatly appreciated. Feel free to contact CNickels@sharks.org or (609) 921-3522 with any questions you may have regarding press coverage.

Suggested Media Coverage and Outreach Checklist and Timelines

Initial Stages of Event Planning

A. **Designate a Media Contact.** Choose one or more members of your group to take responsibility for generating media coverage.

Media Contact person

Name(s) _____

B. Create Two media lists

Advance Media list: These contacts need 3 to 8 weeks notice to post an event.

News media list: These contacts do not need as much advance notice.

To decide who to put on each list, go to the next section “Creating an Effective Media Contact List.”

Six Weeks Before Event

C. **Mail, fax or email a press release** and public service announcement (PSA) to your Advance Media List. In addition, call your local cable television stations and ask them to list your event on their community bulletin board.

Send out press release

Four Weeks Before Event

D. **Place follow-up calls to your Advance Media List** to confirm that they received your press release or PSA. If they misplaced the first copy, offer to send them another. Re-post your event on online calendars.

Follow-up calls to Advance Media List

E. **Write letters to the editors of local newspapers.** In 150 words or less, encourage people to attend your event and provide the date, time and location of your event, and the cost, if any.

Write and send your letter to the editor

Two to Three Weeks Before Event

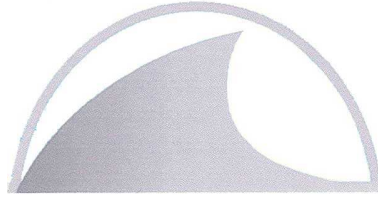
- F. **Advertise in your community.** Create flyers to be distributed to community centers and bulletin boards, schools, youth clubs such as YMCA, churches, synagogues or other places of worship, coffee shops, local movie theaters, and grocery stores.
- Distribute flyers
- G. Mail, fax, email, or deliver your press release to the news and media contact that may write or film your event.
- Send press release to News List

One week Before Event

- H. Make follow-up calls to your news list to remind them about your event and convince them it deserves press coverage.
- Follow-up calls to News List
- I. Assign someone to take photos during your event. You will want to submit the photos, including captions, and an updated press release to interested media sources after your event.
- Assign Event Photographer
Name: _____
- J. Repeat follow-up calls to media list as a last-minute reminder of your event. Ask if they are sending someone to cover your event. If so, ask if they will need any special arrangement.
- Place last minute follow-up calls

After the Event

- K. Collect press and video clips. Collecting and reviewing all media coverage of your event is a great way of recording the success of your event, and it can be of help in your next event. Please send a copy to Shark Research Institute as well.
- Collect all media coverage of your event.



Creating an Effective Media Contact List

Creating press lists for print, television and radio contacts can be accomplished with a little research. Research local dive, surfing and boating shops, magazines, local newspapers, television and radio stations, and make a list of the names and contact information of journalists who may be interested in your event. As mentioned in section 2 of the press coverage checklist, create two or more separate media contact lists, because the groups you will want to contact have different deadlines.

The first list to create will be your advance publicity list. These sources often require much more notice in order to post an event. This list includes:

- Magazines
- Local television, cable and radio stations
- Aquariums, dive shops, surf shops, boating stores and marinas
- Email distribution lists (schools, churches, etc)
- Email your event information to Carolyn Nickels at cnickels@sharks.org and she will send a notice to our members, or send the information to joel@divingdog.com and he will post on the Events page of the Shark Research Institute website.
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Your second list will be your news coverage list. These are the people with deadlines ranging from two weeks to a few days before the event. These people can generally provide more detailed articles about your event. This list includes:

- News editors
- Reporters
- Columnists
- Assignment editors
- Bloggers

Here are some ideas to help you compile your media contact information:

- ✓ Check your yellow pages or search the Internet for the listings of dive shops, surf shops, boating supply shops, marinas, newspapers, television or radio stations in your area and call them to get the names of the people you should contact about your event.
- ✓ Surf the web for local or national websites that attract a lot of traffic and/or visitors who would be interested in learning about your event. Sign up for free accounts on the following websites to post your event:

- www.idealist.org
- www.worldpulse.com
- www.zvents.com/listings
- www.oodle.com/post
- www.ComeSeeMyShow.com
- <http://thingstodo.msn.com/listings>
- <http://eventful.com>
- <http://upcoming.yahoo.com/event/add>

- ✓ **Magazines:** You will need to send them a press release at least two months in advance.
- ✓ **Aquariums, dive shops, surf shops, boat shops and marinas:** Get the names and contact information of people who put together their newsletters.
- ✓ **Daily newspapers:** Get the names and email addresses of the calendar editors, feature editors, city editors, environmental reporters, education reporters...anyone who would be interested in a story about your event.
- ✓ **Television and cable stations:** Get the names and email addresses of the news directors, and public service.
- ✓ **Radio stations:** Get the names and telephone numbers of the news directors, assignment editors and public service editors if you are producing public service announcements for your event.
- ✓ **Email distribution:** Consider mailing event details or a copy of a flyer to the email distribution lists you are currently on. If you send a file, make certain to copy and paste all the event information into the email body so that the viewer can easily spot the important details.
- ✓ **In the weeks prior to your event,** read local newspapers, listen to local radio stations and watch local television news. Note the names of the journalists, radio and television hosts or programs that cover stories related to your event and add them to your list. For example, stories that focus on conservation or the ocean are good places to start.
- ✓ **College and high school newspapers** are good publications because they are often in need of good stories. To contact the newspaper staff, call the school's main office.
- ✓ **Send your press release to alternate media sources** such as church bulletins, company newsletters, community events calendars and special interest publications.

Shark Research Institute Background Information

If a reporter asks you to do an interview, make certain that you are familiar with the Shark Research Institute and our programs. Be prepared to speak about your event and your objectives. Remind yourself that you know more about your event than the interviewer does. If you are unsure about the correct answer to a question, ask for the interviewers contact information and deadline, and contact the Shark Research Institute. If the reporter would like to speak with a Shark Research Institute staff member, have them call (609) 921-3522.

When being interviewed for television or radio, keep your answers brief and to the point. If you feel the interviewer does not fully understand what you are saying, refer back to what you feel is the most important message. A good way to phrase this is to say something like..."Most importantly..."

Think through answers to the following questions to prepare for the interview:

- What is the goal of your event
- What (exactly) will you be doing at your event?
- Where will the proceeds go?
- What is the message you want to send to your community?
- How can people become more involved?
- What motivated you to put on the event?

As the reporter to include our phone number and website so listeners, readers or views can find out more about the Shark Research Institute

Phone: (609) 921-3522

Website: www.sharks.org

Background information about the Shark Research Institute for interviews

- Shark Research Institute was formed in 1991 to conduct much-needed research on sharks and promote their conservation. In 1991, there was no other organization in the world devoted to shark research and conservation.
- Shark Research Institute is a multi-disciplinary non-profit 501(c)(3) organization. Donations are deductible from US federal income taxes.
- Membership is open to the scientific community, individuals and organizations concerned about the health of the marine ecosystem, and marine resource users: surfers, boaters, sport and commercial divers, the tourism industry, and subsistence fishermen.

- Shark Research Institute works to correct misperceptions about sharks and stop the slaughter of 73 million sharks annually.
- A primary goal is creating value for sharks as sustainable living resources for the dive tourism industry, particularly in developing countries. By so doing, a steady revenue stream is also generated for local fishers that might otherwise slaughter the sharks for immediate gain.
- Current programs involve visual and satellite tracking of sharks, DNA studies, ocean advocacy, publications and public education.
- The Shark Research Institute currently has field researchers in Canada, Honduras, India, Mexico, Mozambique, South Africa, Seychelles, Taiwan, Tanzania and the United States.
- Shark Research Institute advocates for protective legislation for sharks and other marine animals at regional, national and international forums such as the Convention on International Trade in Endangered Species.
- Dr. Leonard J.V. Compagno, the world's foremost expert on sharks is Director of the Shark Research Institute.
- Dr. Sylvia Earle, former Chief Scientist for NOAA (National Oceanic & Atmospheric Administration), author of more than 125 publications concerning marine science and technology, named by *Time Magazine* as the first "Hero of the Planet", and National Geographic's Explorer in Residence, is the Honorary President of the Shark Research Institute.

Format of a Press Release

FOR IMMEDIATE RELEASE

[Today's Date]

CONTACT: [Your Name]

[Daytime Phone Number]

[Title or Description of the Event] TO BENEFIT SHARK RESEARCH INSTITUTE

[YOUR CITY, STATE] -- <provide a brief description of your event, what you are planning.>.

<Provide a paragraph describing your event”

< Describe why you want to hold an event to benefit Shark Research Institute>

<Provide all necessary information about your event here, date, time, location, etc.>

<Provide a brief description of the Shark Research Institute. The following is a good overview”

About Shark Research Institute

Shark Research Institute (SRI), a multi-disciplinary international non-profit 501(c)(3) organization, was created to sponsor and conduct research on sharks and promote the conservation of sharks. SRI works to correct misperceptions about sharks and stop the slaughter of 73 million sharks annually. A primary goal is creating value for sharks as sustainable natural resources for the tourism industry, particularly in developing countries. By so doing a steady revenue stream is generated for local fishers that might otherwise slaughter the sharks for immediate gain. Current programs include visual and satellite tracking, behavioral and DNA studies of sharks, ocean advocacy, and public education.

Sample Press Release:

FOR IMMEDIATE RELEASE
September 27, 2010

CONTACT: Laura Morris 732-555-1212

**SHARKWATER II TO RAISE SUPPORT
FOR SHARK RESEARCH INSTITUTE EDUCATION PROGRAM**

-- Film screening to benefit Shark Research Institute through sales of new DVD --

MIAMI, FL – Rob Stewart, producer and star of *Sharkwater* will be donating \$5 from sale of his new DVD, *Sharkwater II*, to the Shark Research Institute.

Stewart's first film, *Sharkwater*, won more than 22 awards, and provided a compelling argument in favor of shark conservation. It exposed the massive damage being done to the ocean by the unprecedented slaughter of sharks of sharks for their fins.

Stewart's new film, *Sharkwater II*, will be opening nationwide at theaters on November 1, 2010. An advance screening will be held at the Rosenstiel School of Marine Science on Saturday October 16th and at the Royal Palm Hotel in Miami Beach on Sunday October 17th. The *Sharkwater II* DVD will be available for purchase at both events. \$5 from each DVD sold will benefit Shark Research Institute's Conservation programs.

Miami	Rosenstiel School	Saturday October 16, 2010
Miami Beach:	Royal Palm Hotel	Sunday October 17, 2010

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