



How to Get Publicity for your World Breastfeeding Week Celebration

Unsure of how to get media attention for your World Breastfeeding Week Celebration event? ***The LEADER'S HANDBOOK is a great basic resource on publicity information.*** Below are some additional quick tips to help you. ***Remember, reporters are always looking for stories.*** They want to tell the community about interesting events—it's their job!

The WBWC Kit contains several press releases that you can adapt. Check the **Quotes to Use** WBWC Web page for ideas to share. Use the **Lactation Luncheon Invitation** in the Kit to connect with Lactation Consultants, healthcare providers, doulas, midwives, etc. so you can coordinate and they can help publicize your event to their client base.

Make a list of all the community calendars on TV, radio, and in the local newspaper. Respect the local media's deadlines. Mark your calendar with the media deadlines. Be sure to get your press release to the media on time—sending it a week or so ahead of the deadline. (If you send it months ahead it may get misplaced on the editor's desk.) This will help attract participants and sponsors.

Call the local media or go to your library research desk and make a list of the editors or reporters you would like to reach. Note e-mail addresses and phone numbers. Keep track of what you send to whom and when. Be sure to keep everything in a file for next year's WBW event.

Identify a Leader in your Group to handle media inquiries. Her name and phone number should appear on your press release. Address your letter to a specific person so it has a better chance of being read. Remember to follow LLL guidelines regarding communication with the media. Your representative should be prepared with answers and ready to tell reporters she will get back to them if she is unsure how to answer. Be sure to include with your press release a cover letter with the date, time and place of your event.

Soon after your press release arrives on the news desk, call your media contact. Ask if he or she had time to read the release and if you can provide any further information. It's appropriate to ask if he or she plans to cover the WBW event. If a reporter is not available to cover the event, ask if they will print a story that you provide. Ask too if you can send your own photos.

Let radio stations know there is a World Breastfeeding Week PSA they can use. It is available for downloading at:

<http://www.lesterfamilymusic.com/Downloads.html>. (See PSA FAQ)

Call local radio and/or TV community talk shows to ask if they would like to do a segment on World Breastfeeding Week. If they seem interested, contact your Area Professional Liaison (APL) She can offer you tips on how to handle this type of situation. Also contact other community breastfeeding organizations, advocates or supportive health care providers who may be willing to appear on the show with you. The more helpful you can be in providing “experts,” the more interested the talk show is likely to be.

Remember that the day after the WBW event is a great time for more publicity. Be ready to send a press release or make phone calls that advise reporters of the total number of walkers or event participants and the amount of money raised. Be sure to thank the donors in any follow-up publicity. If you are taking your own pictures, get plenty of close-ups of cute babies as well as some group shots. Remember that photos cannot be published without consent. Use the **Event Sign-in and Waiver Form** found on the WBW Web site. *It includes a photo waiver.* Send this information and your pictures the same day of the event or the next day. Write up your event and post on the WBW Web site. Consider writing your story for the Area Leaders’ Letter, NEW BEGINNINGS and/or LEAVEN.

Some newspapers will allow letters of thanks after a special event in the *Letters to the Editor* column. It is a great way to say thanks and get one more chance at good publicity. Some Groups pay for a thank-you ad. Take a picture of everyone present in front of a banner listing your sponsors and include it with your thank-you note.

Keep a Notebook of previous years’ WBWC pictures, newspaper stories, and details of each year’s events. If you are asking for donations or for someone to put up your flyers, show them the WBWC Notebook.

Send pictures to the WBWC Registrar. They may appear in the WBWC donation brochure, or accompany articles in *Leaven* or *New Beginnings*. Think of ways to share your event story and photos, perhaps a display at the local library or a local business, in the Area’s Leader Letter or on a table at workshops and conferences.