



Publicity Information How to Get Your Story Told

Newspapers: Generally, writers can turn a story around in 24 to 48 hours. For a feature story, writers need to receive a press release a minimum of three weeks in advance. At the newspaper, speak to the health or medical director. Ask to be listed in the community events calendar. If there are small community events newspapers, contact the editor. They usually love a story like this. You can contact the media by phone, fax, email or US mail.

Monthly Magazines: Monthly publications close editorial content two months in advance of the issue date. Send your press release at least two months in advance.

Radio and Television: Radio and TV stations may plug our website or event. You may be asked to appear on television; therefore, be prepared. Sometimes you can inquire ahead of time about the questions you will be asked. Practice and plan your answers. Decide on how to respond to all types of questions. When contacting a TV station, ask to speak to the medical producer.

Have your **Vascular Birthmarks Fact Sheet** handy in case you are asked questions while making initial contact.

Don't forget to contact **local community cable channels**.

Announcements can be made in **school newspapers** and on **community bulletin boards** at the YMCA, local coffee shop or supermarket. Look around for opportunities.

Do the best you can. You will be pleased with your results. Your story is what VBF is all about. Your story is a great story. Share your story and send a message of hope.

**Any questions, please or email call VBF International Day of Awareness Campaign Director
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