

INCLUDING SAMUEL

A DOCUMENTARY FILM BY DAN HABIB

TIPS FOR MEDIA COVERAGE FOR AN 'INCLUDING SAMUEL' EVENT

Coverage in local media can dramatically increase attendance at your screening(s) of Including Samuel and help you use the event to raise the profile of your organization.

We can provide you with all visuals (photos, copies of the DVD cover, logo) and background materials (film synopsis, filmmaker bio, links to press coverage) to support your outreach. You'll need to create a press release specific to your event, but we can provide you with samples.

Here are some tips for getting news coverage:

1. Use the contacts you have. Your best starting point is to call an editor, reporter, photographer, broadcaster, radio personality, blogger, etc... that you know personally. They may choose to cover the story themselves, or they may direct you to the appropriate people within their organization.
2. Talk to the right people. Larger media outlets like newspapers, television, and radio stations usually have "beats" or subject areas that reporters cover. The most common beats for Including Samuel coverage are education, film/entertainment and health, so make sure to reach out to those reporters/editors. There is no problem contacting multiple people at a news organization - in fact, reaching out to more than one person will increase the chances of you landing a story.
3. Give plenty of advance notice. Make initial contact at least one month prior to the screening(s), ideally with an emailed press release and photo from the film. Follow up weekly by email or phone. Calendar listings may need even more notice (6 weeks).

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4. Make your pitch compelling and concise. Write a strong, one-page press release and be sure to list contact information for someone who is readily available to the press. Filmmaker Dan Habib is also available for phone or email interviews (For the quickest response, email Dan Habib at danhabib@comcast.net). In the release, make it clear that the film has already received lots of national press (www.includingsamuel.com/press) and has been screened all over the country (www.includingsamuel.com/screenings). Point them to the film trailer online (www.includingsamuel.com/preview). In your press release, make it clear that full press kits are available upon requests.
5. If there are local groups co-sponsoring the screening(s) or local people involved in the discussion, make sure you push that angle. And if there are issues around inclusive education or disability rights that have made news in your community, use that as a news angle. Be sure to suggest local figures can speak on this topic -- but first make sure that they are ready and willing to talk to the media on short notice.
6. Community newspapers, blogs and websites are great for getting the word out.
7. Filmmaker Dan Habib has contacts at many regional newspapers since he was in the newspaper business as a photojournalist for 20 years. He may be able to help you get your foot in the door at your local paper - just ask.
8. Many local public radio stations have locally-produced talk shows. Dan Habib has been featured on public radio stations around the country. He can be available as a guest on a public radio show remotely from NH in advance of the film screening. Most shows book at least a month out, so pitch the story a month or two before the screening.

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9. The Institute on Disability can provide digital or hard copy Including Samuel press kits upon request, sent either to your organization or directly to the media. Contact marketing and communications manager Matthew Gianino for more info at matthew.gianino@unh.edu or 603-862-2300.