

Media is a free and effective way to generate interest around your event or a personal story and help raise awareness about childhood cancer research and the St. Baldrick's Foundation.

Four Weeks in Advance

1. View Media Training Video*. If you would like to sign up for a media training session with the St. Baldrick's media relations team, please let your St. Baldrick's event coach know and they will coordinate this for you.
2. Check with your event coach to see if there are other St. Baldrick's events in your area. If so, try to coordinate your media and publicity efforts with other events.
3. Build a media list and gather contact info for the general news desk, general assignment reporters and assignment editors. If you need specific contacts or are in a larger market with multiple media outlets, please contact your event coach to discuss whether the St. Baldrick's media relations team could be of assistance.
4. Customize the Pre-Event Press Release Template* and send to weekly and daily publications.
5. Promote your event on social media sites by listing your event details. Make sure to tag St. Baldrick's.

Two Weeks in Advance

1. Finalize Media List.
2. Download, customize and distribute the sample Media Alert Template* with your event information.
3. Continue to promote your event on social media channels.

Week of Event

1. Follow up with media alert previously sent.
2. If you expect to have media attend your event, download, and print Press Kits*
3. Review Media Training Video* and Media Talking Points*.
4. Continue to promote your event on social media channels.

Day of Event

1. Establish a point person for media when they arrive. Have press kits available for the media. Introduce interviewees to the media.
2. Print Media Talking Points* if needed.
3. Use social media to update others about your event in real-time.

Within the First 48 Hours Post-Event

1. Customize Post-Event Press Release* and include total funds raised/heads shaved and send to local media.
2. When sending photos, please ensure they are at least 300 dpi and the caption should include a brief explanation of the photo's contents as well as the names of those appearing in it.
3. If you had a professional photographer at your event, ask them if they would be willing to donate their photos to St. Baldrick's. If so, please contact Photos@StBaldricks.org.
4. Provide a list of media in attendance at your event and/or news coverage clippings to your event coach.

Questions? Email the St. Baldrick's media team at Media@StBaldricks.org *all templates are available in the Resource Lounge