



How-To-Guide: Contacting the Media

We make contacting the media easy with these three steps: find media outlets in your area, contact them, and send them your pitch!

OUTLETS

- Search media publications in your local region, starting with a simple Internet search. Try: 'your city/town + newspaper/radio'. This will give you a great starting point!

CONTACT

- Go to the 'Contact Us' page of the news outlet website
- There will be one of 3 types of submission options:
 1. A general email address will be available for you to contact with your completed Media Invitation.
 2. A submission box will be available for you to copy/paste or attach your Media Invitation. Follow the instructions and send.
 3. Look through the list of reporters and find one you think would be interested in covering your event. Send your Media Invitation directly to them if their email address is provided.

CONTENT

- In your email/submission:
 1. Introduce yourself
 2. Your reason for reaching out: inviting media to a fundraiser or sharing why you walk

EXAMPLE:

Dear [media contact],

This year I am participating in The Weekend to Conquer Cancer™ benefiting Princess Margaret Cancer Centre. I walk because I am a cancer survivor and know there is a long way to go to improve research, treatment and care. I was diagnosed with breast cancer in 2016 and underwent aggressive chemotherapy treatment for several months. I faced the hardest moments in my life but received exceptional support and care from my medical team at the Princess Margaret Cancer Centre. Now, I'm cancer-free and walk to support Princess Margaret Cancer Centre and the work done to change outcomes for cancer patients. I'd love to share more with you about my experience and why I walk. Please contact me if you would be interested in covering my story with your [readers/viewers].

3. If applicable: invite them to come and experience your fundraising event and conduct interviews
4. If applicable: insert Media Invitation in the body of the email

TIMELINE

- Submit your Media Invitation approximately 1 week before the event
- If you don't receive a response: Follow-up with the news outlet 2 days before your event and ask if they would like to attend