



Get Some Love from the Media

Best Practices from the Field

Fair Trade Bethlehem

Get to know your local paper's printing schedule so that you can submit your press release at the right time. Supply a suitable photo if possible. After your event, send a letter to the editor thanking everyone who attended and helped make the event a success – that way your campaign will be featured in the paper twice in two weeks.

Fair Trade Princeton

Find an unexpected angle. We were trying to get coverage by a parenting magazine and since they are always looking for materials for the kids section we targeted it. We inserted a yummy recipe that works for adults and got the coverage right before Fair Trade month. Also, don't forget to partner with local organizations, retailers, and schools to get coverage in their publications and websites. Contact a photographer. An image and caption can go a long way!

Fair Trade Teaneck

In Teaneck, we found that the key to media coverage is recruiting someone with publicity experience to our committee. Prior experience makes the practice manageable and keeps the vital PR engine running.

Milwaukee Fair Trade Coalition

Develop strong relationships with community newspapers and community supported radio stations. Try to meet with local reporters in person or call them on the telephone. Ask them to do articles or segments about an event and then be sure to follow up with a strong thank you if they do.