

# HELP HOW TO FOLLOW-UP

Congratulations on getting your word out to the media. Unfortunately, that doesn't mean it will wind up in the paper or on the air. You have to keep on top of the contacts you sent your information to in order to get included in their media outlet. Here is an easy-to-use script for a successful follow-up phone call:

## FOLLOW-UP PHONE CALL SCRIPT

1. **Call your contact and introduce yourself.** If you don't have a name, ask for the person you addressed your press release or PSA to. (*Good morning Ms. Newman. My name is Jane Doe or Good morning. May I speak with your promotions director?*)
2. **Tell her/him why you are calling.** (*Ms. Newman, Earlier this week (today, etc.), I sent a press release/PSA to your attention and I wanted to be sure you received it*)
3. **Prepare to resend!** Many times you will be told they never received it or can't find it. Just offer to resend it immediately. Then call back an hour later to follow-up. (*I'm sorry to hear you never received it. Can I fax or email it over to you now? WHEN THEY SAY YES: Would you prefer it to be faxed or emailed?, To be sure I have the right contact information, what is your fax number/email address?*)
4. **If they have it, start talking up your event.** (*This performance is going to be a fantastic free event that's perfect for Staten Island families. I'm so excited about it and know that your readers/viewers/listeners would love to know about it.*)
5. **Will it appear in the media outlet?** Ask if she/he felt it would appear in their media outlet. If they say no, be sure to ask why. Maybe you can redo to fit their needs. (*Do you think that this will appear in your paper/on your station? I'd like to know in advance if possible so that I can watch/listen/buy a paper.*)
6. **Wrap up and don't forget to say THANK YOU!** This person took time out of their schedule to help you find out more information and to help publicize your event/exhibit/performance. Say thank you and be sure to invite them if they have some time. (*Ms. Newman, it has been a pleasure talking with you. Thank you so much for all your help and I hope that if your schedule allows, you'll come to my event!*)
7. **If it doesn't go so well...** Hey, these people work in a high-stress environment with deadlines around every corner. Sometimes they won't give you the time of day, other times they are abrupt... and other times they are just not nice. Keep your cool and remain professional. Thank them for their time. Ask if there are any suggestions to improve your chance to get attention from their media outlet.
8. **Be persistent!** You'll run in to one or two contacts that won't even call you back. You've left message after message but don't give up. If you have another method of contact (phone, email, mail), try that. Just keep trying!

Be prepared to resend

Remember to say thank you

Don't give up!

