

Torch Relay Call Notes

12 September 2007. 12:30pm

1. **Media Advice**

By the end of the week, we will have the media advisory “how to” and press release on the website in the resources section. Feel free to edit the press release to suit your event and add/remove quotes as you see fit.

A local media list will be sent to each city in one week.

Media Advisory

- Send it out two weeks prior to the event but no sooner, as you run the risk of the reporters forgetting about your event.
- Be sure to include your contact information at the top – name, e-mail address and phone number.
- Prioritize what you put in the report and include your *important* people at the top.
- Follow up a few hours after sending it to ensure the reporters pay attention to your e-mail.

Pitching

- When calling, be as brief as possible. They are busy or on a deadline.
- Know what you’re going to say before you call.
- Briefly describe the event and make your case of why it should be covered.
- Plug up local angles.
- If you have a particularly poignant human-interest piece, make sure to tell it.
- In the end, making a pitch call makes their job easy.

Press at your Event

- The organizers probably will be too busy to talk so designate a person to deal with press.
- Make sure that the media gets anything they need including interviews, better angles, etc.
- Make a list of the press that attended.
- Call to reporters who have not confirmed their attendance right before your event.
- Send out the press release the day of or as soon as possible thereafter. Also carry it at the event so the reporters can have a hard copy.

If the reporters say they cannot come, offer to coordinate an interview with a speaker either at the station, or for newspapers, over the phone.

Look to see if your area has a city or community 'day book' and try to get your event on the calendar. The media looks at this to see what events are taking place in the area.

If you have questions, please contact Ashley@savedarfur.org.

2. China Update

The Chinese consulate has contacted the Save Darfur Coalition in order to have a meeting, which is a first. Their government is now asking "What does China need to do in order to not link the Olympics to Darfur?"

For the first time, China is admitting it is playing a role in Darfur. Now they are doing their best to take credit for their efforts to make sure the resolution passed. The fact that we are not pressing for a boycott is stumping the Chinese government. It is important to note that we are *not* pressing for one because we honor the Olympics, of which China is only the host.

Dream for Darfur keeps both the US and Chinese governments informed of campaign efforts to ensure that they know activists want to see an end to the genocide in Darfur. We also know that China has been meeting with the governments of countries that the international torch relay is going through, either trying to find out details or find ways they can interfere.

Current asks:

- We are implementing a heavy media push and e-mail campaign to Olympic sponsors who have not done anything about the Darfur crisis.
- Bush is attending the Olympics, so we are asking him to acknowledge the connection between the Olympics and Darfur, and to act on it.
- The force that was approved in July needs to go into affect immediately, which is something China could and should take the lead in.

3. The New York Event

On September 9th, the New York event took place at Dag Hammerskjold Park, near the UN. There were roughly 150 people attending, along with Camp Darfur, Joe Madison as MC, and genocide survivors. A video of the Chad and Rwanda torch lighting was shown, followed by the lighting of the New York torch, which was passed around by the genocide survivors. Then there was an optional walk to the UN, which many of the spectators chose to do.

Advice for your event

- Start early on genocide survivor outreach!
 - We will soon provide a list of Darfuri contacts in your area

- Look for local Holocaust and genocide museums, as they normally have a list of survivors in the area
- Write out your script ahead of time
- Block event if possible
- Appoint a stage manager for behind the scenes work

4. **Materials**

- Quick Screens - 1 photo screen and one state screen
- 30 Dream for Darfur t-shirts
- 1 parade banner
- 72 spectator signs
- Olympic Dream for Darfur flyers and pamphlets
- Torch
- Fabric backdrop with campaign message on it

We are working to have materials available to non-targeted cities. All template designs will be available for you to download online under the resources section.

We may not be able to provide will be the torch and the quickscreens. If we cannot, a tiki torch can suffice for the relay.

We will contact you about the status of your grant by the end of the week. If you do not receive an update, please contact ben@savedarfur.org in order to make sure he has received your application.