

## **Freedom For Birth: Publicising your Premiere & Campiang Help!**

Congratulations – you are now part of our Freedom For Birth campaign team!

To get the message heard across the world we want to give you some guidance on how to publicise your Freedom For Birth Premiere. We also need some information and help from each event so that we can coordinate a visible and impactful campaign across the world!

### **What we need from you:**

#### **Before your premiere:**

1. Publicise as widely as possible using the tips below and in your screening kit
2. Share the Freedom For Birth facebook group and website as widely as you can
3. Tweet about the film and events using the hashtag **#freedomforbirth**
4. Let us know (by emailing .....) if you have any high-profile/celebrity guests at your screening
5. Let us know if your screening has a quirky, unusual or newsworthy element to it
6. Ensure someone is available to take some high resolution photos
7. Invite key local maternity service providers and birth workers to attend
8. Invite your local MP

#### **After your premiere:**

1. Let us know (ideally the next day) how many attended your premiere
2. Send us any good quality photos
3. Let us know anything that took place that might help us with our media campaign (unexpected celebrity, local Obstetrician attending etc)
4. Follow campaign instructions on the Freedom for Birth facebook page and website to help spread the message to as many Birth Warriors as possible

### **What you might find helpful:**

#### **Before your premiere:**

1. Read your screening kit for tips
2. Spread the word about your screening using social media. Consider using twitter (#freedomforbirth), facebook and friends contacts to spread the word
3. Make a list of local papers, radio stations, blogs and TV and a contact email and phone for a journalist/producer from each
4. Tailor the pro-forma Press Release (to be found in your screening kit) to your screening and email out to the list you've made with at least 1 week's notice, but no more than 2.
5. Follow up a couple of days later with a phone call to see if they would like to cover the event

#### **After your premiere:**

1. Consider putting out another press release after the event with any good quality photos you have as local papers will love a ready-to-go story with photographs