

Student Nonviolent Coordinating Committee  
6 Raymond Street, N.W.  
Atlanta 14, Georgia  
Telephone: 688-0331

Some Instructions on Press Coverage

REPORTING TO THE ATLANTA SNCC OFFICE

1. Report events as they occur. Either call collect, station-to-station, or send air mail special delivery reports. In any case, no more than two days AT THE VERY MOST should elapse between the event and its reportage, or it will be "dead." Spell names -- first and last -- accurately. Give dates. Give ages. ALWAYS GIVE CLEAR AND SPECIFIC ANSWERS TO THE FIVE QUESTIONS ON THE SNCC REPORT FORM: WHAT HAPPENED? WHO PARTICIPATED? WHEN? WHERE? WHY?

2. If you plan an event and expect it will turn out to be something significant, PLEASE LET US KNOW IN ADVANCE so that we can prepare for press releases.

3. SEND US CLIPPINGS OF ACTIVITIES OF YOUR GROUP. Do not write the date and name of newspaper, but clip dateline and send the two together.

REPORTING TO THE LOCAL PRESS

1. Use the sample press release included in this packet as a guide. It is important to be as clear, specific and accurate as possible. Have first and last names -- correctly spelled -- ages, etc. In the first paragraph of a release you write, summarize what happened. In the next paragraphs you should explain the details. The least important events should be at the end of the story, the most important at the beginning.

2. Again, make sure your reports are ACCURATE AND CLEAR when speaking to your local press so that they will, over a period of time, have confidence in what your group has to say.

3. SEND US A LIST OF THE NAMES AND ADDRESSES OF ALL NEWSPAPERS IN YOUR AREA, ALL T.V. STATIONS, ALL RADIO STATIONS.

THESE SUGGESTIONS MAY MAKE THE DIFFERENCE

1. Have a photographer on the scene of all demonstrations. If you rush film to us, we can develop it. If not, wire services who do not have men on the spot may be interested. IT IS IMPORTANT TO KEEP A PHOTOGRAPHIC RECORD OF THE MOVEMENT.

2. Press releases that you write yourself about what happened will be helpful. Add background of the group's activities.

3. PREPARE STATEMENTS FROM YOUR LEADERS SO THAT THE PRESS WILL HAVE THEM TO QUOTE.

PLEASE PLEASE PLEASE PLEASE

CONTACT US IMMEDIATELY when things are happening in your area. We are glad to give you all the national coverage you want.

SPELL ALL NAMES CORRECTLY.

GIVE ALL DATES. Not: "I think it was last Thursday," but APRIL 11.