



**C E L E B R A T E
B A B Y W E A R I N G**

Resource Guide

**International Babywearing Week
November 12-18, 2008**

Presented by
Babywearing International Inc.
and TheBabywearer.com

www.babywearingweek.org



photo by: rebecca-linh rodgers

In this guide and in the rest of our online Toolkit you'll find resources to help you celebrate International Babywearing Week in your community. Volunteers for Babywearing International Inc. have created this guide to help you with Media Outreach, Event Planning, and even Government Outreach. The purpose of International Babywearing Week is simple: to create a time to focus the world's attention on the timeless and beautiful practice of babywearing. There is no requirement

that you or your organization be affiliated with Babywearing International Inc. to celebrate International Babywearing Week, but nonprofit organizations should register as Official Celebrating Organizations to receive benefits such as authorized use of the "Celebrate Babywearing" logo for print and internet publicity, free babywearing awareness posters and other materials, and authority to grant local International Babywearing Week awards.

About International Babywearing Week

The inaugural celebration of International Babywearing Week will be November 12-18, 2008 with the theme "Celebrate Babywearing." International Babywearing Week 2008 is jointly presented by the nonprofit organization Babywearing International Inc. and the premiere online resource for babywearing information, TheBabywearer.com.

International Babywearing Week is a focused opportunity to celebrate, promote and advocate the many benefits of babywearing. International Babywearing Week is also an occasion to focus media attention on this beautiful and beneficial practice. Nonprofit babywearing groups all around the

world are participating in International Babywearing Week by registering as Official Celebrating Organizations. These organizations will be hosting many exciting and educational events throughout the week, including presenting local awards and sharing information about babywearing with their communities. At the International level, Babywearing International and TheBabywearer will jointly present the first International Babywearing Week Awards, recognizing excellence in babywearing advocacy and education. There will also be a coordinated media outreach campaign to raise awareness about babywearing among the general public.

Participating in IBW08 and Logo Policies

The Board of Directors of Babywearing International Inc. invites and encourages babywearing advocates worldwide to participate in International Babywearing Week 2008. This worldwide celebration of babywearing is open to everyone. There are only a few restrictions regarding the use of the IBW08 logo.

Nonprofit Organizations

Any nonprofit organization that is celebrating IBW08 may register with Babywearing International as an Official Celebrating Organization. There is no charge to register, and Official Celebrating Organizations may use the logo to publicize their events and may also issue local IBW08 awards. This permission to use the logo does not include using the logo on merchandise or promotional items such as t-shirts, bumper stickers, etc.; however, a license arrangement is available to groups who would like to produce such items.

Businesses

The only for-profit businesses that may use the IBW08 logo are sponsors of IBW08 recognized by Babywearing International Inc., who may use the

logo in accordance with the sponsorship agreement. Local sponsors of IBW08 may use the logo after their local Official Celebrating Organization receives approval from Babywearing International Inc. for the local sponsor's use of the logo, and such use will similarly be governed by an agreement. These few restrictions on the use of the logo will help preserve the integrity of this event as a time to celebrate the ancient and beautiful practice of babywearing.

Local Celebration

You can celebrate IBW08 locally in many ways! You can host local events, seek a local official proclamation, and, if you're an Official Celebrating Organization, you can present local awards. Most importantly, you should take this opportunity to seek positive media attention and other publicity for babywearing. This Resource Guide is just one part of an online Toolkit designed to help you maximize the babywearing advocacy opportunities during IBW08. The online Toolkit can be accessed from the IBW08 website:

www.babywearingweek.org

2008 Media Outreach Tips

Ready, Set, Reach Out!

International Babywearing Week 2008 is an excellent opportunity to highlight your babywearing group and the benefits of babywearing in general. During IBW08, you can hold events that warrant media attention. Even if you don't hold any formal events, you should promote IBW08 to the media. Below are some tips to help make the most of these opportunities.

Activities and Events to Plan in Celebration of IBW08

You can plan an event to formally announce IBW08, events to promote awareness and education, social events, or any combination of these events. See our Program Ideas on the next page for suggestions and tips for planning successful activities and events.

Involve a Local Celebrity or Government Official

Encourage your city and state government officials to announce or proclaim International Babywearing Week. Use the Proclamation Request Letter from the IBW08 toolkit to request proclamations and involvement of government officials. Invite an elected official, media personality or local athlete to present the awards or to attend your event. The media will be more likely to cover a story that has "star power."

Create a Media List

Create a list of media contacts who have covered your organization in the past. Be sure to include contacts at magazines, daily and weekly newspapers, radio stations, TV and cable outlets, and wire services. Call and ask who at the media outlet covers volunteer activities, general human-interest stories, or community service issues. Develop a roster of names, titles, e-mail addresses and telephone/fax numbers of the reporters, producers and assignment editors.

Maintain Good Media Contacts

The success of your media strategy will largely depend on your interaction with the media. Building rapport with journalists and key staff usually does not happen overnight. The relationship is developed over time. Keep in touch regularly with reporters and others on your media list. Offer them new story ideas and notices of events; provide them with new statistics and other information about babywearing so they will rely on your organization as a key resource.

Prepare and Distribute a News Release

A news release must clearly convey the who, what, when, where, why, and how of your event. Refer to the template news release in the IBW08 toolkit, and localize and tailor it to your organization and event. Distribute the release at least two weeks in advance of an event (3-4 weeks for weekly newspapers).

Follow Up on the News Release

Make calls to reinforce the information in your news release and fill in gaps. Be mindful of a reporter's deadlines – ask if you are calling at a good time; if not, ask when would be a better time to call. If a specific event is taking place, invite the media to cover it, and point out photo opportunities.

Use Pictures

A good photo makes the difference between getting media coverage or not. Make sure your event has a "photo opportunity" – an interesting visual that tells the story, not just people talking at a podium. Contact your television stations' and newspapers' photo desks to invite coverage of your event. Have your own photographer present at the event as well. The photos should show parents wearing their children. Do not forget to caption photos and identify each person in the picture. Make sure everyone in the photo signs a

form granting permission for the use of their picture.

Create Other Media Opportunities

Even if your local media does not cover your recognition ceremony or event, there are other opportunities to get their attention. You can write an Opinion Editorial (also known as an op-ed) about the positive impact of babywearing on your community. Call your local paper to find out the process for submitting an opinion editorial: where to send it, how you can follow up, etc.

Specific Tips for Talking with Reporters

Take time to prepare. If you get an unexpected call from a reporter, ask for their deadline and make an appointment to call them back. It's always best to prepare for interviews.

Find out what the reporter is interested in learning. If you don't feel you're the right person for the interview, let the reporter know that and direct them to someone more suitable.

Prepare talking points. Take a moment to write down 2 or 3 things you want to make sure to talk about.

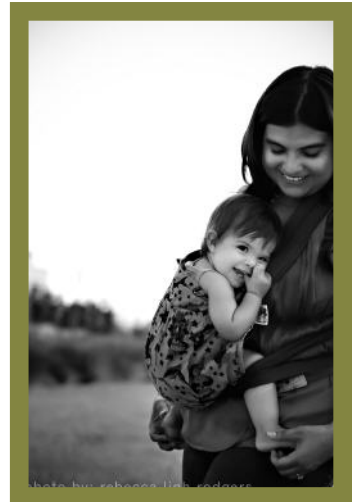
Return media calls promptly. This is important! Reporters' deadlines may require they go to another source for information if you aren't available.

Find out when the story is to be published. This will allow you to get a copy of the paper, record the broadcast, etc.

Use everyday language. Not everyone will be familiar with acronyms and other jargon. Try to use language that will be easily understood by the general public.

Be flexible. Don't feel that you have to answer specific questions exactly as they are asked. Steer answers toward your key talking points. If the reporter asks if you want to add anything, feel free to mention or reiterate key talking points.

Offer additional resources, including your local website, Babywearing International's website, and TheBabywearer's website.



IBW08 Program Ideas

While you don't have to hold any formal events to celebrate IBW08, events can be fun as well as newsworthy. Consider some of these programs, or come up with your own!

Formal announcement of IBW08: You could have a luncheon, press conference, or other formal activity, at which you announce the event and also give local awards. You could even combine this with a fundraiser ... how about a fundraising luncheon?

Activities that promote awareness and education: You could put together informational packets for distribution to local doctor's offices. Assemble your materials in advance, and have a "scrapbooking party." Then distribute the binders to medical offices ... and tell the media. Take this opportunity to form alliances with other local organizations, and go speak and demonstrate for their members. Contact your local cable company and propose doing a babywearing fashion show and demonstration. Ask all your members who blog to blog about babywearing during IBW08.

Social activities: Plan a babywearing hike, a guided tour of your local museum, a guided tour of a local historical building district, a potluck picnic, a park day, a play group, or any other special group meeting.

General Planning Timeline

Countdown to IBW08:

Preparatory Steps

- Compile a media list.
- Send the Proclamation Request Letter with a draft proclamation and an IBW08 Fact Sheet to your governor, mayor, county executive, etc.
- Begin planning your event(s). (Identify and confirm venue, invite speaker(s) and local dignitaries, procure event photographer, etc.)

October

- Write your IBW08 event speech and include some Quotes on Babywearing and appropriate Facts About Babywearing.
- Follow up with elected officials to check on the status of your proclamation request.

Mid-October

- Send a notice about your event(s) to community calendar editors at local newspapers.

2 Weeks Before Event

- Send reporters your customized news release and place follow-up phone calls to editors and reporters to remind them about your planned IBW08 activities.

4 Days Before Event

- Send reporters your customized media advisory (place a follow up call to ensure receipt).

November 12

- Place the IBW08 logo on your organization's Web site – the logo is available in the IBW08 Toolkit.

November 12-18: IBW08

Day After Event

- Send event photos (and a thank-you note) to print journalists who attended the event and those reporters who didn't attend but expressed interest in the event.

Media Outreach Timeline

Media Materials	What is its function?	To whom should it be sent?	When should it be sent?
Community Calendar Entry	Short, concise entry for community calendar section	Community calendar editor (local daily and weekly newspapers)	1 month before (place follow-up call to ensure receipt)
News Release	Should convey the who, what, when, where and why of your event and/or activities and generate interest for them	- Feature reporter and photo desk editor (newspaper) - Community Affairs Dept. (radio & TV) - TV/radio producer	- Send to reporters 2 weeks before the event and/or International Babywearing Week - Include in Media Kit
Media Advisory	Simple way to inform local media outlets about an upcoming event or press conference	Same as above	Send 3-4 days before event (place a follow-up call to ensure receipt)
Media Kits	<ul style="list-style-type: none"> • Gives general info. about event and IBW08 • The kit should include: News release, information about your local group, and dates of IBW08 • Fact Sheet • IBW08 Camera-ready logo 	Key media outlets	Give to journalists the day of the event and send to those who didn't attend but expressed interest in the event
Photos	Send IBW08 event photos (and a quick thank-you note) to print journalists who attended the event and those print reporters who didn't attend but expressed interest in the event		

Getting the Government Involved

A great way to get publicity for International Babywearing Week 2008 is to get an official proclamation from your governor, mayor, or city council. Proclamations are often given in recognition of special events and can help you get media coverage and other publicity, which is one of the primary goals of International Babywearing Week.

Step 1: Identify the right contacts in your government offices.

Many state, county, and city websites have information about how to request a proclamation. In some cases, a public relations or public information officer is the right contact. In other locations, you may need to call the appropriate office to find out who to deal with.



Step 2: Find out the procedures for getting a proclamation signed. When requesting a proclamation, you will need to explain why International Babywearing Week is important. We have drafted a Sample Proclamation Request Letter as well as a beautiful, full-color, 6-page IBW08 Fact Sheet to make this task easy. We have also drafted a Sample Proclamation. The Sample Proclamation Request Letter and Sample Proclamation are available for download in Microsoft Word format so that you can edit them to suit your needs. Find out what format your local officials want the draft proclamation in ... hard copy, electronic, or both? Find out whether you can arrange a signing ceremony and invite media.

Step 3: Submit your request. In addition to the request letter, Babywearing Fact Sheet, and draft proclamation, include any other supporting materials, especially ones that relate babywearing to

the state, county, or city for which you are requesting a proclamation.

Step 4: Arrange a signing ceremony! If your proclamation is approved, try to arrange a signing ceremony that you can invite the media to. Try to have some babywearers there ... babies make great visuals. Draft a one-page media advisory with all the event details and distribute to your local media a week or two in advance of the event if possible. Follow up with phone calls.

Step 5: Share the news with other babywearing groups by posting about it in the Babywearing International forum!

Use the Toolkit! Visit the IBW08 Website at www.babywearingweek.org to find the following resources and more in the Toolkit:

- Sample Proclamation Request Letter
- Sample Proclamation
- IBW08 Fact Sheet

Your Local Government May Already Be Involved!

Do any government or quasi-government agencies in your area already endorse or support babywearing? For example, does your local child welfare agency promote babywearing for foster or adopted children? Do you have a local public University with a program for adoptive families, or with a parenting skills program that promotes babywearing? Check around! If government agencies are already involved in supporting babywearing, not only can you lend your expertise to them, but they can lend their credibility to you. Ask them for a letter supporting a proclamation and explaining how babywearing supports family well being, and include it with your proclamation request letter.