

Dear Local Chapter Member,

Thank you very much for taking the time to help us in building our local chapters. One of the most important and challenging aspects of your work will be dealing with the media.

UANI Headquarters will work closely with members of local chapters to maximize our exposure and get the message out about the dangers of a nuclear-armed Iran. If you have questions, ideas, or concerns, please contact UANI Headquarters by e-mail: [press@unitedagainstnucleariran.com](mailto:press@unitedagainstnucleariran.com).

If you receive a request for comment or interview from a member of the media, please forward the information to UANI Headquarters via e-mail. UANI will then evaluate the potential opportunity, decide who should respond, and with what message. In certain instances, it will be best if the quote or interview is with an individual such as our President, Ambassador Mark Wallace. In other instances, it may be best to have a member of our local chapter quoted. Please include the name of the show, publication, and or point of contact, contact information, the nature of the question, and anything else you think might be valuable.

If your chapter is holding an event that you think could be a potential opportunity to get UANI's message out to the press, we ask you to do a few things to help us increase the chances of positive coverage. At least two weeks before the event, please send UANI Headquarters a list of local media outlets, shows, publications, and/or writers you think would be good to target, along with information about the event. I will then get back to you about developing a plan to maximize the potential exposure for UANI and your local chapter.

Throughout the process of planning, publicizing, and hosting your event, please make use of the materials available on our website. Our Advocacy Tool Kit is a comprehensive collection of Iran-related information, including recent reports from various international organizations and talking points for your contact with the media. The packet also includes an Event Planning Guide, which features tips on pre-planning, event types and publicity, and a comprehensive list of other interested organizations whom you may want to contact in advance. We hope that these materials are helpful.