

Pro-Life Way of the Cross Media Kit

Creating Your Media List

Your first step will be to put together a list of media outlets in your area and their contact information.

You'll want to include local newspapers, television stations, radio stations, news websites or any other press you think might be interested in the story.

If you don't have the time to compile an extensive list, just send your release to the media outlets that would be most likely to cover it. Focus on Christian or conservative media, if there are any in your area.

You can find more detailed tips on compiling your media list here:

<https://prolifeaction.org/action/media/>

Submitting Your Press Release

You should have received a press release template for your Way of the Cross to fill out with the details of your service. The press release includes quoted statements about the service. Feel free to replace these statements with your own words.

If you do not have the press release template at hand, you can download it here:

<https://prolifeaction.org/wp-content/uploads/WayOfTheCrossPressRelease.doc>

You should email your press release to your list of local media contacts twice: first on the Monday before your Good Friday Way of the Cross, and then the day before.

Way of the Cross Talking Points

Below are some "talking points" to help you if any reporters contact you:

On the purpose of the event:

Good Friday is a day of intense focus on the passion and death of Jesus. The purpose of the Way of the Cross for Victims of Abortion is to make a connection between Christ's suffering 2,000 years ago with the shockwaves of suffering caused by abortion today.

On what we will be praying about:

During the Way of the Cross for Victims of Abortion, we contemplate the steps of Jesus's journey to the cross with Scripture readings, prayers, and hymns. Along the way, we pray for all those victimized or involved in abortion in any way.

(Talking Points continued on page 2 ...)

Specifically, we pray for:

- Unborn children whose lives are threatened by abortion
- Mothers and fathers considering abortion
- Women and men suffering with the pain and guilt of a past abortion
- All those involved in the abortion industry in any way
- Elected officials and judges, that they restore legal protection to unborn children
- Our entire society, that we welcome every unborn child into the human family

On the scope of the event:

Way of the Cross events are taking place outside abortion facilities in nearly 100 cities across the country! Some events will be smaller while others will draw hundreds. Based on past years, thousands of pro-lifers will join the Way of the Cross for Victims of Abortion this year.