



Call for Proposals: Book Launch Support

CPJ seeks a public relations firm to provide support for the annual publication launch of *Attacks on the Press* in mid- to late-April 2017. The firm or consultant should provide the following services:

- Develop and promote book-launch materials including press releases, media lists, and social and reach out to media for reviews and launch-day interviews
- Develop tailored messaging that will guide earned-media and thought-leadership efforts
- Integrate core messaging into all the supporting materials for the launch, including talking points, media briefings, interview backgrounders, pitches, press releases, op-eds and more
- Craft outreach lists based on the specific nature of the book and CPJ's advocacy strategy for the book, including media, government, academia, think tanks and the NGO sector
- Organize at least one launch event in New York or Washington D.C.