

# “Son of God”

## Guidelines for Contacting Local Media

Please contact your local media (by email and/or Fax, which can still be very effective) and let them know about what you're doing with Son of God in your area. This is a great way for you to build buzz and awareness in your local market for both the movie and your organization.

1. Send a link to the latest *Son of God* news (<http://sharesonofgod.com/News>) and press release (<http://sonofgodresources.com/press-release>) to your local media and organizations to promote through their media channels.
2. Write an editorial for your local newspaper on the theme “Who Do You Say I Am?” or some other aspect of the story of Jesus, and reference the release of Son of God ([www.SonofGodMovie.com](http://www.SonofGodMovie.com)) in movie theaters nationwide Feb 28.

### **Hear is content for an email or fax:**

Dear Media Professional,

I want to invite you do a story on the highly anticipated movie *Son of God*, which is opening in theaters nationwide on Feb 28 (see recent piece on Good Morning America: <http://www.mediamaxonline.com/dailybuzz/play/broadcast/jQJgVOuNE0qbcqoGHxCPXg.mp4>)

My organization is doing some very exciting things locally in relation to this movie, which I will explain below.

*Son of God* is the first major feature film portraying the whole life of Jesus Christ in nearly 50 years, since *The Greatest Story Ever Told* came out in the 60s. It is being released by a major Hollywood studio – 20<sup>th</sup> Century Fox – and is one of the most anticipated movies of the year. In many cities nationwide, churches are buying out ENTIRE MUTLIPLEXES – see this story: <http://www.hollywoodreporter.com/news/son-god-church-leaders-buying-680462>

Our own church/organization will be buying out a screen at XXXX on (date/time).

For your reference, I have included information below, and here's a Nightline piece: <http://abcnews.go.com/Nightline/video/son-god-jesus-returns-big-screen-thriller-22559819>.

- Latest News: <http://sharesonofgod.com/News>)
- Press Release: (<http://sonofgodresources.com/press-release>)
- Website: [www.SonofGodMovie.com](http://www.SonofGodMovie.com)
- About Son of God: [www.ShareSonofGod.com/theilm](http://www.ShareSonofGod.com/theilm)
- Link to EPK: [www.epk.tv](http://www.epk.tv)
- Link to images: <http://sonofgodresources.com/production-stills>
- Endorsements: [www.ShareSonofGod.com/endorsements](http://www.ShareSonofGod.com/endorsements)
- About the Filmmakers: [www.ShareSonofGod.com/filmmakers](http://www.ShareSonofGod.com/filmmakers)