How to Effectively Engage Traditional Media

Engage traditional media in support of your programs

What You Will Discover

• How to Effectively Engage Traditional Media

• Clear Actions and Tools to Plan Successful Events

First of All
Simple Steps to Media Turnout

• News Advisory - What It Is and Isn’t
• Turn Out Calls – When to Make Them
• Press Release – Timing is Everything
• Copy Copy Copy!

List of Media Outlets

• Copy Copy Copy!
• Print, Radio, TV, Internet
• Not Possible to Overdo List
Sample Press Release

Stanley Black & Decker Grant to Launch “Healthy Homes Project” in New Britain

FOR IMMEDIATE RELEASE: October 15, 2014

MEDIA CONTACT: Monica Bushness, Media & Public Relations Manager
(860) 877-5555, mbushness@wvinewbritain.org

HARTFORD, Conn. – A $50,000 grant from Stanley Black & Decker will make homes safer and healthier for 80 families in New Britain, said Connecticut Children’s Medical Center’s Office for Community Child Health (CCCH) Director and Senior Vice President for Community Engagement, Daniel Black & Decisionumor British Healthy Homes Project as a groundbreaking innovation.

“Stanley Black & Decker is proud to support the Connecticut Children’s Medical Center’s Healthy Homes Project,” said Steve Fazio, Senior Vice President, Finance. “The Massachusetts Belgium Nohr, who senior president, is a senior vice president for Community Engagement, is the key to our success and we are grateful for their continued support.”

WHO, WHAT, WHERE, WHEN

Why: Your Hook, Important!

Plan Ahead
Opening Paragraph Critical
Choose Great Speakers
Imagine Your Release Is An Article
Morning Communications

- Email Your Media List 8:00-9:00am
- Confirm They Have News Advisory
- Thank Them, Give Contact Info

At Your Event

- Be Visible
- Media Kit
- Fact Sheet
- Contact info
- Photos, Digital media
- Make Speakers Available to Press

More Information

- publictransportation.org
- prnewsonline.com
- creativepr.com (What Can Go Wrong)
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www.nchh.org • @NCHH • facebook.com/HealthyHousing
#FindFixFund • #SHHCoalition • bit.ly/joinFindFix • bit.ly/FindFixLEAD

Thank You!

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