

EVENT MEDIA OUTREACH GUIDE

Hosting a local event is a great way to share the important work that you're doing at school with the greater community. Getting coverage for your event from local media outlets shines a spotlight on your school or district's success in creating healthier environments. Follow the steps below to secure media interest in your celebratory event.

- 1 **WRITE A MEDIA ADVISORY.** The purpose of a media advisory is to tell media where and when your event is taking place and why your school or district is being recognized by the Alliance for a Healthier Generation. Use the Healthier Generation template to get started and customize as needed. At the bottom of your advisory, designate a contact person to receive media questions and RSVPs.
- 2 **APPROVE YOUR ADVISORY.** Draft your advisory several weeks in advance to allow time to circulate the draft with your school or district's administration or public relations teams, who may want to sign off before you share the advisory publicly.
Email Megan Walcek at megan.walcek@healthiergeneration.org to let Healthier Generation's marketing team know that you're promoting your event.
- 3 **CREATE A MEDIA LIST.** Prior to sharing the advisory, compile a list of local media outlets that may be interested in covering your event (e.g. local TV stations, newspapers, magazines or blogs). Research each outlet and identify the appropriate journalist to receive your advisory. This might be an assignment editor, education reporter, community news editor or TV news desk. Targeting your outreach increases the likelihood that you'll receive coverage.
- 4 **DRAFT YOUR PITCH.** Reporters are busy people and they receive lots of emails, calls and tweets throughout the day so it's important to keep your pitch short and direct. Make their job easier by including only the most relevant information and direct them to learn more from your media advisory, which you can paste at the bottom of your email below your signature.
- 5 **DISTRIBUTE THE MEDIA ADVISORY.** Once you've received approval and know where you want to send your advisory, post it on your school or district website at few days in advance of your event. Send your pitch via email to the reporters you identified in step 3.
- 6 **FOLLOW UP IN A TIMELY FASHION.** When you receive a response from a reporter, get him/her the information requested as quickly as possible—news moves FAST! It may be helpful to have a statement or quote on-hand from key staff or administrators and a short summary of what your school has done to become one of America's Healthiest Schools.
- 7 **RESERVE A MEDIA SECTION AT YOUR EVENT.** If reporters want to cover your event live, reserve a place for them to sit where they have good visibility and are able to hear what's happening. Ask media if they plan to bring camera equipment so that you can ensure you reserve enough space to accommodate them. Be sure to have a designated point of contact to greet media when they arrive and show them to their seats.
- 8 **TRACK YOUR MEDIA COVERAGE.** Dedicate some time in the days following your event to tracking any media coverage. Keep a list of which outlets featured your school so that you can go back to those reporters in the future and continue to build your relationship.

QUESTIONS? Contact Marketing and Communications Manager Megan Walcek at megan.walcek@healthiergeneration.org