



INTERNET KEEP SAFE COALITION and Optimist International



Working with the Media

*Note: This information is also found as Appendix B: Working with the Media in the document: **Presenter Instructions**.*

Working with the Media

Determine the media outlets you would like to target. Especially consider small, regional papers that have high interest in local events. For these smaller papers, send your presentation schedule as soon as you know it—even if it is subject to change. If they print monthly papers, they may have early deadlines. Send a *Media Advisory (Template Media Advisory* in the *Media Kit* folder) to each of the local news media outlets (TV and print) and request local coverage (Send the media advisory no earlier than one week in advance for large media outlets and several weeks ahead for a small local paper). If the media accepts, be prepared for a photograph by the news outlet at the time of your presentation. Notify the Internet Keep Safe Coalition and your organization's contact when your story runs.

Remember: the golden rule of good press is “make it easy on the editor.” Your media kit should be sent early by email and ready to print. Below are instructions for how to publicize events and templates for you to modify:

- Media Advisory
- Press Release (short and long)
- Community Calendar Notice
- Broadcast Public Service Announcement
- Print Public Service Announcement

How to publicize an event

Working with the media is a simple process that consists of making contacts and sending media advisories and news releases. If your organization has a publicity chairperson in charge of working with the media, coordinate your actions with her/him. If not, consider appointing a publicity chairperson for your event(s).

Follow these directions for publicizing your event and making media contacts:

1. In radio and television, news directors and public affairs directors are key contacts. The easiest way to identify your contact is to call the newspaper, television or radio station, explain the type of information you'll be offering, and ask with whom should you work. Most of these places have a specific reporter who covers all stories of this nature. Use the approved news release templates to fit each assembly. Carefully read through the news release and fill in any section that says **<insert information>**

As soon as an assembly date, time and location have been confirmed, begin contacting media outlets. Contact assignment desks at all local media outlets to determine press cycles. Ideally, the story will run in the local paper the week of the assembly.

For **large media outlets** with daily news cycles (daily papers and TV news stations): send a **Media Advisory** three days before the event; send the **News Release** the morning of the event. (If you send Advisories too early to large papers/news stations, they will be forgotten.)

For **smaller, local papers** with weekly, monthly, or quarterly news cycles: send a **Media Advisory** as soon as your assembly is booked, even if it is months early. Send a **News Release** 1-2 weeks before the event. (Weekly or monthly papers will not be able to print news stories that they receive within a week of distribution—when in doubt, call and ask.)

2. Don't assume the media received the news release. It's important to follow-up with a phone call. Ask if they received the release and if they have any questions. Be courteous and helpful. However, don't insist that they run a story. Each outlet will decide whether it will cover the event.
3. Your organization's CD includes an electronic media kit (also available at www.iKeepSafe.org). E-mail this with your **Media Advisory** and **News Release** as background information on the Faux Paw Internet safety program and your organization's membership in the Internet Keep Safe Coalition.
4. Monitor the local media for stories regarding the assembly. E-mail stories to press@iKeepSafe.org and your organization's contact for the Faux Paw program.

Tips for working with the media

1. Contact the media as soon as you have determined a date, time and location for a presentation. This will allow you plenty of time to determine news cycles and establish a relationship with reporters.
2. Provide the media with a number to reach you at if they have questions. Remember the media works on deadline so it's important to quickly respond to all requests.
3. Accommodate requests by the media to attend an assembly.
4. Choose your words carefully. Remember, anything you say to the media may end up in the story.
5. If you are working with others from your organizations, have only one person contact the media, so that your contacts will have continuity, and you can develop a working relationship.
6. If an event is cancelled or rescheduled let your contact know immediately.
7. Don't ask for clippings or tear sheets. Arrange to get these yourself.
8. Don't ask to see a story before it is published.
9. Don't miss deadlines: smaller, monthly papers have earlier deadlines. Email your presentation schedule with a brief media advisory to the editor as soon as you have it.
10. Never send the same release to two people at the same newspaper or broadcast station. It will create confusion and possible conflict between editors.