



MEDIA ENGAGEMENT PACKET

- 1) Media Engagement Tip Sheet
- 2) Media Advisory Template
- 3) Sample News Release
- 4) List of Media Packet Contents
- 5) Key Messages about After School – “Message of the Month”

MEDIA ENGAGEMENT TIP SHEET

- The 5 “W’s” of a News Release – be sure your release contains the Who, What, Where, When, and Why of the event.
- E-mail is the preferred method of sending news releases to the media.
- Be sensitive to local media deadlines by calling to find out their specific deadlines, i.e. if they go to print on Wednesday, by what date/time does information need to be submitted. This will be critical especially for rural communities as the media may be distributed on a less frequent basis.
- Be sensitive to diverse needs of media – i.e. print media need advanced notice to cover an event, electronic media (radio and television) look for visual information to communicate messages – such as people to interview, a variety of people in one location.
- Build an on-going relationship with media representatives. If you already have an established relationship with a media representative you are 5 steps ahead.

If this will be your first attempt at building a rapport with the media, you might consider the following steps for relationship building:

1. When possible, identify media contacts assigned to cover education, children/youth issues and speak with them directly
2. Call or e-mail first to introduce yourself and give them a “heads up” about the information you are sending/e-mailing.
3. E-mail/provide the media advisory (3 days prior to event) and the news release (day of the event).
4. E-mail or call to follow-up on receipt of the release and inquire as to whether or not they will cover the event.

Develop a media packet to provide to media representatives who attend the event. Media packets can include (sample or copies are provided in this packet):

1. News Release
2. Wyoming After School Fact Sheet
3. Fact Sheet which contains your program specific information
4. A copy of the Statewide Needs Assessment

WHAT TO DO IF THE MEDIA WANTS AN INTERVIEW:

- Prepare and have available a list of people who are willing to be interviewed with their contact information, ensure they know and are able to convey the key messages you want them to highlight.
- Determine in advance 3 key messages and focus on emphasizing those message during a media interview (ensure your list of contacts are prepared as well).

MEDIA ENGAGEMENT TIP SHEET (continued)

- Know the ins and outs of your program, especially any information provided in the news release (such as statistical information, number of youth served, outcomes, etc.), as well as the details of the event.
- Ensure that all the answers you provide (whether directly related to the question) hit on the key message(s) you want to convey.
- For electronic (radio and television) media since you are usually not interviewed live, if you would like to you can always ask to stop and rephrase your answer
- Give yourself time to consider how to answer questions and the phrases you want to communicate. Ultimately, the way the media portrays the issue is based on how you respond, be thoughtful and concise.
- Avoid saying no comment when responding to a question.

SAMPLE MEDIA ADVISORY

WHAT:

WHERE:

WHEN:

WHO:

WHY:

CONTACT INFO:

News release will follow on day of event.

SAMPLE NEWS RELEASE

- This sample is provided for you to customize for your event. Please be sure that you have taken out *all* of the sample information (especially names) prior to sending out the release.

For Immediate Release
October 16, 2008

Contact: Insert Local Contact Person
Insert: Contact Number/Email

(Insert Program name) Afterschool Program Hosts Lights On Afterschool! Rally Links Insert (name of city) Children, Parents, Community Leaders to Statewide and National Celebration of Afterschool Programs.

First Paragraph: *Insert TOWN/CITY* – Today several hundred children, parents, business and community leaders will participate in a *Lights On Afterschool!* rally across the state of Wyoming. *Insert NUMBER* events will be held in communities statewide in conjunction with the Afterschool Alliance’s event which takes place nationwide and is now in its 8th year. These events emphasize the importance of keeping afterschool programs lights on and doors open. **PROVIDE LOCAL LOAS RALLY INFO HERE: WHO, WHAT, WHERE, WHEN.**

Second Paragraph: **PROVIDE ADDITIONAL LOAS DETAILS HERE** *i.e. Highlight speakers, and sponsoring agencies.* Participants at the *Insert Name of Event/City Lights On Afterschool!* event will have the opportunity to see students *Insert specific program details here as provided in the following example* conduct scientific experiments and perform, while *Mayor Indigo Mitchell*, school officials, parents and students discuss the importance of after school programs. This is the eighth year coordinated events have been held in Wyoming, organized by local champions of after school with support from the Wyoming AfterSchool Network. Activities at the *Insert Local Event Name Here* rally will include *insert specific activities here as provided in the following example* student instrumental, singing and dance performances, remarks from Mayor Mitchell, School Board Chair Erin Faulkner, as well as local business leaders, 6th-grade student Danita Rayban, educators and other community leaders.

Third Paragraph: *Discuss benefits of Afterschool here, including the key messages .you/your group have chosen to highlight relevant to your community.*

Fourth Paragraph: *Insert quotes by policymakers, staff, youth, or other prominent figures – based on what your key message(s) is/are i.e. if safety is a concern in your community quotes by the Police Chief may help. “Lights On Afterschool! celebrates the wonderful work being done in our after school programs,” Mayor Indigo Mitchell told the assembled crowd. "It reminds us of the great services after school programs provide - keeping our children safe, helping them learn, and relieving working parents of worries about their children's afternoons. Unfortunately,*

too many of our kids are still home alone in the afternoons, or out on the streets where they can become involved in crime. And to make matters worse, funding shortages are forcing a number of programs to cut back or close their doors just when we need them most. I am personally committed to doing what I can to see to it that, in the very near future, every Wyoming child who needs an after school program has one. The simple truth is that after school is key to our children's success."

Fifth Paragraph: Insert program details of participating agencies, provide statistics/data as highlighted in the following example

"We are all so proud of our after school program and of our students," said program director *Jennifer Leader*. "There's no reason learning should stop at 3 PM, particularly if the alternative is unsupervised time in front of a television set, or any of the dangerous or unhealthy behaviors that can ensnare children in the afternoon hours."

The Lights On! Afterschool Program opened in 1999 with a 21st Century Community Learning Center grant from the U.S. Department of Education. It now serves 250 children, providing homework assistance, mentoring, tutoring, and classes and clubs in sports, recreation, mathematics, chess, and dozens of other subjects. The program is a collaboration of the school system, YMCA, Museum of Arts and Sciences and three local colleges.

Sixth Paragraph: *Lights On Afterschool!* is a nationwide event to recognize the critical importance of quality afterschool programs in the lives of children, their families and their communities. The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to afterschool programs by the year 2010. More information on the Alliance and *Lights On Afterschool!* is available at www.afterschoolalliance.org.

NOTE: Sources will be available day of event for interviews. Please contact _____ for advance information.

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LIST OF MEDIA PACKET CONTENTS

- News Release (customize Sample News Release provided in this packet and insert in media packet)
- Wyoming After School Fact Sheet (included as separate PDF in electronic format, hard copies will be sent in the mail)
- Program fact sheet(s) - Template for Highlighting Local Programs and Impacts (following page)
- The Wyoming Trust After School Needs Assessment (hard copies will be sent in the mail)

TEMPLATE FOR HIGHLIGHTING LOCAL PROGRAMS/IMPACTS

Lights On! Afterschool

Wyoming AfterSchool Network

PROGRAM NAME (LOGO)

Program Description (should include):

General programming information

Ages served

Hours of operation

Number of youth enrolled/served

Statistics

Impacts

Evaluation data (if applicable)

Anecdotes/Stories

Parent Feedback (quotes)

School Feedback (quotes)

KEY MESSAGES

MAIN KEY MESSAGE

Our Afterschool program is key to

- Key message selected relevant to program
- Key message selected relevant to program
- Key message selected relevant to program
- Key message selected relevant to program
- Program Contact Information