MEDIA OUTREACH MATERIALS

• Four Elements of Effective Media Relations
• Sample Media Release Templates
• Anti-Idling Artwork and Keychain
• Anti-Idling Logo and Tagline
The effectiveness of a program or campaign often depends upon the level of marketing efforts implemented before the program actually launches, and well after it ends. Media relations is a cost-effective marketing tool to reach a target audience on a small or large scale using the broad reach and influence of the media. The following four elements of media relations are cornerstones for achieving the most positive results:

- Planning
- Media Tactics
- Execution
- Follow-Up

I. Planning

It is no secret that the success of a campaign or event largely relies upon the planning that goes into it. The focus of media relations planning is to help reporters and media representatives better inform the public. It is your job to deliver the most complete and concise information for a valuable story.

Media outreach requires the same meticulous preparation and thought that is invested into the program you want to promote. Once program objectives have been solidified, it's a good time to begin the public relations planning process, which establishes the appropriate audience, key media sources, relevant media materials and messaging, program spokesperson(s), and the option for a media event or press conference.

Determine Target Audience

It is important to know your audience. By raising awareness about a particular issue, your organization can help initiate change. The media can help deliver your message to a broad audience, but it is imperative to first establish the best primary and secondary recipients of that message. Narrowing your focus will also help to prioritize media sources to generate press coverage.

Consider the Following:

- Who does this program affect? Who should receive this message?
- What is a common denominator for members in this group(s)?
- Who has the ability to reach and influence other audience members?
- What core values and objectives are shared?
- What benefits are expected for these individuals?
- What is the current level of awareness among these constituencies?
Four Elements of Effective Media Relations

Identify Target Media
By developing a direct line of communication with the media, your organization can take an active role in establishing a position in the community. When determining which media targets to pursue, keep in mind the idea of quality over quantity. A single, in-depth and thoroughly written article directed at the right group of people can often have more potential for effect on your target audience than multiple impressions with less substance.

Media Can Be Divided into Five Basic Groups:
• Print (newspapers, magazines, newsletters, internal and trade publications)
• Television (news programs, talk shows, and public service announcements)
• Radio (news programs, talk shows, and public service announcements)
• News wire services (Associated Press, United Press, Reuters, etc.)
• Online news publications

The more you know about the needs of any media organization and the media professional, the more efficient and effective you can be as a communicator and program liaison. Do some research - by reading or watching your target media diligently, you’ll considerably increase the chances for a favorable response and positive view of the story that you are pitching.

Assemble a Media List
To assure effective communication of your message, distribute relevant information to the right people. This can be accomplished by developing a comprehensive media list that identifies the most appropriate contacts at each of the media outlets at the community, local, state and/or national level. Assembling a media list allows you the chance to better promote a program and respond quickly to publicity opportunities. Make a list of media that are important to your organization and identify appropriate contacts for each media group.

Create a Spreadsheet/List with the Following Information to Help in all Story-Pitching Efforts:
• Media organization name
• Phone number
• Media contact name
• Fax number
• Title
• E-mail address
• Area of expertise/interest
• Circulation (daily, weekly, etc.)
• Address, city, state, zip
• Personal notes, contact log
Four Elements of Effective Media Relations

The following is a list of different types of media, the general kinds of editors and reporters on staff, and the range of stories each will cover. Some media (e.g., newspapers, TV) have reporters who write stories exclusively on specific topics (e.g., environment, health, consumer interest, government, etc). If there is no such topic-specific reporter, ask for someone who covers these similar issues and direct all communications toward that person.

To obtain the appropriate contact information for any media professional, start out by visiting their main website or searching through the actual publication for a general contact. Even for the most experienced public relations professional, narrowing down the right contact person can be a bit of a wild goose chase. Have patience and keep trying until you identify the appropriate contact to help you deliver your message.

Print
- Journalist (types of coverage)
- Newspapers
- Environmental Reporter (responsible for environmental stories)
- Health Reporter (responsible for health related stories)
- Consumer Reporter (responsible for consumer issues)
- Lifestyle Reporter (responsible for local profiles and human interest stories regarding people involved with a local cause)
- City Editor (responsible for news taking place in your city; emphasis on community events; features on outstanding residents; local issues)
- Features Editor (responsible for human interest stories including: profiles of outstanding citizens; social trends; lifestyles; programs that benefit the community)
- Photo Editor (responsible for events or backdrops that provide good photo opportunities)
- Magazines
- Managing Editor/Articles Editor (responsible for reviewing all incoming press materials and choosing which stories to cover)
- Environmental Editor (responsible for coverage of all environmental issues)
- Newsletters Editor (responsible for reviewing all incoming press materials and choosing which stories to cover)

Television News Program
- Journalist (types of coverage)
- Assignment Editor (responsible for reviewing all incoming press materials and assigning stories to staff reporters)
- News Room/Desk (responsible for receiving all incoming press materials and story leads, passes information to editors)
- Health Reporter (responsible for health related stories)
- Consumer Reporter (responsible for consumer issues)
- Environmental Reporter (responsible for environmental stories)
FOUR ELEMENTS OF EFFECTIVE MEDIA RELATIONS

Talk Show
• Producer (responsible for reviewing all incoming materials and choosing which stories to cover; also responsible for booking guests for the show)

Radio/News Program
• Journalist (types of coverage)
• News Director (responsible for reviewing all incoming media materials and choosing stories to cover on the air)

Newswire Services
• Journalist (types of coverage)
• Bureau Chief (responsible for reviewing all incoming press materials and choosing stories to cover)
• Photo Desk (responsible for assigning news photographers to cover events and other photo opportunities; also distributes photo submissions)

Determine Media Timeline
Depending upon each media outlet (print, television, radio, etc.), you will need to begin pitching at different times. For example, magazines require a longer lead time for stories, while television news programs usually accept story pitches up to the morning of an event. A media timeline should be developed as part of an overall organizational schedule to provide a guide for when messages should be created and sent to the media. When first establishing contact (see Sec. II: MEDIA TACTICS - ‘Making the Pitch’) be sure to get deadline information from the media professional immediately.

Establish Key Messaging and Program Spokesperson
Maintaining consistent key messages is imperative to the program, since any incomplete or incorrect information can create unjustified concern and jeopardize the program’s credibility. To help facilitate the dissemination of accurate and relevant information to an audience and members of the press, create documents that briefly summarize the program (e.g. mission, objectives, activities, etc). These materials should be compiled and included in media kits, which become reference tools for generating a good story.

Media Kits
• Press release with program logo
• Program background information
• Program fact sheet with stats
• Spokesperson biography
• Other relevant background information
• Organization contacts
• Key news articles
FOUR ELEMENTS OF EFFECTIVE MEDIA RELATIONS

Spokesperson
Selecting the appropriate spokesperson for your program is very important. It is essential for keeping your message as straightforward and concise as possible. This individual(s) should be seen as a resource for the audience and media professionals, someone who is an expert and directly entrenched in the program issues. Selecting too many representatives can dilute program messages and decrease the chance for effective communication.

A spokesperson not only needs to be knowledgeable but also open to interviews and comfortable appearing on camera and in photos, and/or being quoted. This person will essentially serve as the face and voice of your program, so choose wisely.

- Create talking points (summary of program key features that highlight newsworthy facts and issues)
- Training/briefing (formal media training of key spokesperson(s) on what to expect and how to respond to media inquiries)
- Practice (prior to interviews, make time for practice runs)

Determining the Need for Media Events
Media events provide members of the press with a special opportunity to see a program in action and capture key images and interviews. However, not every program will need a media event since it means additional planning time and finances. It is a great way to reach multiple mediums in an appealing and memorable fashion that highlights all major points of a story.

Consider the following to gauge whether or not a media event is appropriate for your program:

- Magnitude - How many people are impacted by your program?
- Newsworthiness - Compared to all other activities taking place in the community, is this important at the given moment?
- Locality - Is the story relevant here?
- Visuals - What interesting imagery, action, interviews are available?

II. MEDIA TACTICS
With your communications planning and key messaging finalized, it is time to begin generating interest for your program with active media outreach.

Making the Pitch
Media professionals are always on deadline and have little time for long story pitches. Remember that you are not the only one trying to get a reporter’s attention. Anyone can pitch a story; it does not rest exclusively upon the spokesperson. The most effective way to begin sharing a story with the media is by telephone and email. Be aware of the preferences of individual media professionals, since some releases by fax or email instead of the telephone.
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When talking with media professionals, remember to:
- Sound enthusiastic about the story you are proposing
- Be an authority and know your program
- If you don’t know, be honest and follow up with an answer later
- Always follow up any conversation with an email and another phone call

**Media Follow-Up**

Even the most compelling story requires active follow up efforts. Once you have established an appropriate contact with the media, continue to check in regularly to maintain interest around your story and program. The only way to gauge their interest for your story is to follow up.

If you are ready to announce your program or event, send a media release via email and/or fax and confirm whether the reporter received the information they needed. If you are planning a media event, provide a media advisory that details, followed by a press release.

**Finalize Program Messaging and Media Resources**

From program media kit materials to question and answer sheets for the spokesperson, all messaging and resources should be completed and finalized at this time. Since you control the information shared with the media, maintaining accuracy and uniformity is crucial for these reference materials.

**III. Execution**

After a period of detailed planning, making media contacts and booking appointments, it is time to launch the media campaign in order to create ongoing visibility for the program.

**Briefing the Media**

The best way to impact a member of the media is to conduct a personal, face-to-face briefing where media materials can be passed on and questions are handled efficiently. While this meeting situation is ideal, it may be hard to secure face-time with every journalist, so use the following tactics to help you in seeking and obtaining coverage:
- **Media Releases** (customize) - Depending upon their medium and specialty area, each media professional will interpret and use the information you provide differently. Take time to customize your message and media release for the targeted journalist.
- **Media Alert** - Issued only in preparation for media events; serves as an informational invitation that helps break down the elements of a media event which will highlight your program in a newsworthy fashion.
- **Media Kits** - Relevant and concise packet of program information used by the media as a resource to develop their story; also establishes appropriate contact persons from your program.
- **Follow-Up** - After sending all written materials, follow-up with the journalist to ensure receipt and answer questions.
Staging a Media Event
As mentioned previously, a media event is an extremely useful (but not required) tool for drawing media attention to generate publicity and awareness around your campaign. Media events are like press briefings, with the added responsibility of providing compelling visuals (e.g., photo opportunities, interviews, demonstrations, etc.) to appeal to a variety of media types. In addition to any one-on-one press briefings, a media event is an efficient and quick way to achieve multiple impressions across several mediums.

One to three days before:
• Create an agenda
• Detail the entire media event, including preparation time, participants, etc. so that there is no confusion about the day’s events.
  For example:
  o Event Date: Month XX, 20XX
  o Location: Exact site for press
  o Spokespeople: Same as included in media kits

Send Reminders:
• Confirm media event date/time with all program participants, spokesperson(s), and media contacts
• Send and review agenda with program representatives.

Day of Event:
• Arrive early - Plan for unexpected surprises; arrive early to begin set-up and briefing of all participants well in advance of media arrival.
• Practice run - Conduct a mock run-through of any demonstrations, speeches, or program activity that will be shown to media.
• Review message - Reiterate with spokesperson(s) key messages and program statistics to highlight during media event.

Event schedule:
8:30 AM:
• Business representative arrives to begin preparation.
• Spokesperson 1 and 2 arrive to help program volunteers with set-up. (Note: Volunteers will bring final press kits.)

9:00-10:00 AM:
• Representative from school district arrives.
• Program volunteer reviews messaging and event agenda with business representative and program spokespersons.
• Spokesperson 1 does a practice run of the demonstration.
• Spokesperson 2 and school representative decide on location for interviews.
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10:30 AM:
• TV stations arrive (typically not at the same time) and primary program volunteer presents press kits, coordinates interviews, and introduces visuals.

IV. Program Follow-up and Recap
Again, the follow-up process is important to maintain constant contact with media as well as solidify the focus of your story. Even after you have successfully pulled off a great campaign, it is imperative to keep in touch with media contacts and monitor your progress with a program recap.

Final Media Follow-Up:
This is the last chance to secure coverage for your program. Your contact should be:
• Timely - Wait no later than a week following your media event.
• Informative - Provide any additional information to media.
• Concise - Journalists appreciate brevity and clear information.

Program Recap:
As news and feature stories begin to appear, begin to catalogue media coverage and create a document that traces the progression of your media campaign.

Archives
An archive of media materials and tracked coverage should be developed for future use and reference for your program.

A basic outline for a recap document will include:
• Your program description
• Success of media event, including results compared to initial objectives
• Media campaign objective
• Media coverage report
• Press contacts you made
• Future efforts for program
Vehicle exhaust is the leading source of hazardous air pollution in (State), adding to rising rates of childhood asthma.

(City, State) (Date) – Parents who idle their cars while dropping off and picking up their children at school probably aren’t aware that they may be putting their children at serious health risk. With the “It All Adds Up to Cleaner Air” campaign, (Organization name) is asking parents to help keep kids healthy by turning off their car engines. Vehicle emissions are a major cause of air pollution, which contributes to increased rates of asthma, cancer, and other respiratory ailments.

To reduce this health (Organization name) is challenging parents to turn off their cars. When students come home from their first day of school next week, they will hand their parents a card to sign, pledging not to idle any car they drive. Classes at (School names) will compete for the most pledge cards returned, and those with a 100% pledge rate will receive (Prize). These rewards are being provided as a “thank you” from local businesses.

“The health of our kids rests on all of our shoulders,” said (Name, title, of organization). “It is estimated that in just one month, the average driver picking up and dropping off their child generates three pounds of emissions. Just by turning off the ignition, we can make a huge difference in the quality of air we breathe.”

Asthma is reaching epidemic proportions in (State). It’s the most common chronic illness in children and the cause of most school absences. One out of every 10 children in the state has been diagnosed with asthma and children’s asthma symptoms increase as a result of increased exposure to car exhaust.

About (Organization)
(Include short paragraph describing organization issuing release)

###
**Sample Media Templates**

**It All Adds Up to Cleaner Air**

**MEDIA ADVISORY**

**PHOTO/INTERVIEW OPP**

**(YOUR PUBLIC SCHOOL) ANNOUNCES “NO-IDLE” ZONE, ENCOURAGES PARENTS TO PLEDGE TO CLEAN AIR FOR KIDS**

**WHAT**  
(Your school) kicks off yearlong “It All Adds Up to Cleaner Air” campaign to reduce the harmful effects of air pollution on children by encouraging parents not to idle their cars when picking up or dropping kids off at school. Students at (your school) “It All Adds Up to Cleaner Air” to help promote clean air and healthy kids.

**WHEN**  
(Day, Month XX, 200X at (Time))

**WHERE**  
(Name of location)  
(Street Address, Phone number)

**WHY**  
- The largest source of air pollution in (State) is motor vehicle exhaust.  
- Air pollution is a health issue, particularly for children. It causes lung disease and worsens existing heart and lung diseases, including asthma.  
- Asthma is reaching epidemic proportions in (State). One out of every 10 children in the state has been diagnosed with asthma.

**INTERVIEWS/VISUALS**  
- School representative will lead a tour of the school’s parking area to show lines of parents idling their cars while dropping off students.  
- School representative will show the bus parking area where idling is prohibited.  
- Program representative will discuss environmental and health consequences of vehicle exhaust, and the school’s commitment to improvement.

**MEDIA CONTACT**  
(Program representative, Program, Phone number, email address)
**Sample Media Templates**

**IT ALL ADDS UP TO CLEANER AIR**

**NAME OF ORGANIZATION/ORGANIZATION FACT SHEET**

**Name of Organization**
(Name of Name of organization)

**Address**
(Street address)
(City, State, zip code)

**Name of Organization**

**Services/Goals**
Our mission is to protect, preserve, and enhance (State) air quality to safeguard public health and the environment.

The largest source of air pollution in (State) is motor vehicle exhaust.

Air pollution is a health issue, particularly for children. It causes lung disease and worsens existing heart and lung diseases, including asthma.

**Program/Promotion**
To reduce the harmful effects of air pollution on our state’s children, we have joined with (school) to urge parents not to idle their cars.

During (week), parents at (school) will be asked to sign a pledge to stop idling their vehicles. Classes with 100% of pledges returned will receive a (prize) for their teacher, compliments of local businesses.

**Instructions**
Parents can look for an idling reduction pledge card from their child’s school during the first week of class. For extra pledge cards, parents can contact their child’s teacher or school administrator.

**Contact**

Contact  (Name of organization contact person, title)
(Name of organization name)
(Phone and fax numbers)
(Email address)
Sample Media Templates

It All Adds Up to Cleaner Air

Anti-Idling Statistics
Below are some interesting facts and statistics about idling, vehicle emissions, air pollution and health hazards to use in your press materials.

Air Quality
• Vehicle exhaust is the leading source of hazardous air pollution in (State).
• In the past ten years, residents have increased the amount they drive by more than (Enter percent)

Vehicle Operation
• Drivers who shut off their engines rather than idling for 30 seconds benefit from both fuel savings and improved air quality.
• Idling isn’t an effective way to warm up your vehicle in cold weather. Modern engines need no more than 30 seconds of idling on winter days before driving.
• Idling buses tested had higher concentrations of particulates and carbon than moving buses.
• A bus idling for one hour a day during the school year adds the equivalent of 1,260 miles of wear on the engine.

Impact on Health
• Asthma is reaching epidemic proportions in (State). More than (Fact) residents have been diagnosed with asthma, including one out of every (Fact) children in the state.
• Toxic air pollutants account for an additional (Fact) cases of cancer for every million (State) residents.
• The World Health Organization reported in 2002 that three million people die each year from the effects of air pollution.
• Elderly people who live in the most polluted areas in the United States are nearly 20% more likely to be admitted to a hospital for a respiratory condition than those who live in cities with the least air pollution.
• The risk of death is 17% larger in higher polluted areas.
• Diesel exhaust contains both carbon particulates and 40 chemicals that are classified as “hazardous air pollutants” under the Clean Air Act.

Impact on Children
• Asthma is the most common chronic illness in children and the cause of most school absences.
• Children’s asthma symptoms increase as a result of car exhaust.
• In the United States well over 425,000 school buses transport 24 million students to school daily.
• For one child, a half-hour ride to school, and a half-hour ride home each day amounts to 180 hours per school year—90 full 24-hour-days over 12 years of school.
It All Adds Up to Cleaner Air

SPOKESPERSON BIOGRAPHY

(Name, Program Spokesperson Title)

(Biographies should always be short but complete and include:

- (Full name and official title)
- (Brief description of key responsibilities at current position)
- (Relate job duties to your program and mission)
- (List and summarize relevant prior positions)
- (List interesting personal information)
- (Describe education history, degrees earned and/or relevant training)

SAMPLE

Thomas Fitzsimmons, Washington State Department of Ecology Director Thomas C. Fitzsimmons serves as director of the Washington State Department of Ecology (DOE). He manages over 1,400 employees and a $237 million biennial budget that ultimately helps to protect and enhance air, land and water resources. Mr. Fitzsimmons has been with DOE for over five years and worked extensively in the public sector during his professional career. Prior to his tenure with DOE, he served as Governor Gary Locke’s transition director, helping the then governor-elect select key staff and Name of organization directors, develop budgets and provide for a smooth transfer of administration at the capital. Mr. Fitzsimmons also has experience on the local level, working to improve Thurston and King Counties over 15 years. Prior to his work in public service, he owned and managed a consulting firm focused on economic development and management. Mr. Fitzsimmons received his masters’ degree in Public Administration from Seattle University and bachelors’ degree from University of Washington.)
SAMPLE SIGN ARTWORK AND KEYCHAIN

NO-IDLE ZONE

It All Adds Up To Cleaner Air
It All Adds Up To Cleaner Air