

2013 Move For Health Day

Media Relations 101:

Top Line Tips for a Media Relations Campaign



A successful media relations campaign is comprised of a number of steps and time spent on the phone, at the fax machine and on email. You should prepare three items for your campaign: A media list, media advisory, and news release.

- The media list – create a list of the media contacts who would be interested in this story (e.g. Photo editor, news assignment editor, city editor etc.) by checking your local phone book and media websites. Be sure to include specific contact names, phone numbers, fax numbers and email addresses.
- The media advisory – an invitation to the media who are on your list. It is a simple “who, what, where and when.” This should be sent out a few days prior to the event. (Sample template has been provided for your use.) Please note that providing your contact information on the day of the event is very important as the media will likely try and reach you just before or during the event. If you have a cell phone, provide that number on the media advisory as well.
- The news release – a document that outlines what happened at the event, who was there, what the outcomes were, and why everyone was there. This should be given out at the event and sent out immediately afterward. (Sample template has been provided for your use.)
- Key messages – (Please note the attached key message document is NOT for external distribution) a media interview is an opportunity to get your message out about Move for Health Day. Attached is a list of key messages you can learn and incorporate into any media interview that will help the public understand who your organization is and why you are doing this.

Please note:

Below we provide recommended timing. This can be adjusted according to your own time constraints.

- 5 days before the event: Create your media list.
- 4 days before the event: Insert your local details into the Media Advisory and News Release provided.
- 2 days before the event: Fax and/or email the Media Advisory out to your media. If you choose to email, remember to provide the details in the body of your email, not as an attachment.
- The same day, be sure to place follow-up calls ensuring your media contacts will attend.
- The day of your event: Distribute your News Release to media as they arrive at your event. Send a copy via fax or email after the event to media who did not attend.



Contact:

mfhd@bcrpa.bc.ca





2013 Move For Health Day

Media Relations 101:

Top Line Tips for a Media Relations Campaign

A successful media relations campaign is comprised of a number of steps and time spent on the phone, at the fax machine and on email. You should prepare three items for your campaign: A media list, media advisory, and news release.

- The media list – create a list of the media contacts who would be interested in this story (e.g. Photo editor, news assignment editor, city editor etc.) by checking your local phone book and media websites. Be sure to include specific contact names, phone numbers, fax numbers and email addresses.
- The media advisory – an invitation to the media who are on your list. It is a simple “who, what, where and when.” This should be sent out a few days prior to the event. (Sample template has been provided for your use.) Please note that providing your contact information on the day of the event is very important as the media will likely try and reach you just before or during the event. If you have a cell phone, provide that number on the media advisory as well.
- The news release – a document that outlines what happened at the event, who was there, what the outcomes were, and why everyone was there. This should be given out at the event and sent out immediately afterward. (Sample template has been provided for your use.)
- Key messages – (Please note the attached key message document is NOT for external distribution) a media interview is an opportunity to get your message out about Move for Health Day. Attached is a list of key messages you can learn and incorporate into any media interview that will help the public understand who your organization is and why you are doing this.

Please note:

Below we provide recommended timing. This can be adjusted according to your own time constraints.

- 5 days before the event: Create your media list.
- 4 days before the event: Insert your local details into the Media Advisory and News Release provided.
- 2 days before the event: Fax and/or email the Media Advisory out to your media. If you choose to email, remember to provide the details in the body of your email, not as an attachment.
- The same day, be sure to place follow-up calls ensuring your media contacts will attend.
- The day of your event: Distribute your News Release to media as they arrive at your event. Send a copy via fax or email after the event to media who did not attend.



Contact:
mfhd@bcrpa.bc.ca



2013 Move For Health Day

Media Relations 101:

Top Line Tips for a Media Relations Campaign

A successful media relations campaign is comprised of a number of steps and time spent on the phone, at the fax machine and on email. You should prepare three items for your campaign: A media list, media advisory, and news release.

- The media list – create a list of the media contacts who would be interested in this story (e.g. Photo editor, news assignment editor, city editor etc.) by checking your local phone book and media websites. Be sure to include specific contact names, phone numbers, fax numbers and email addresses.
- The media advisory – an invitation to the media who are on your list. It is a simple “who, what, where and when.” This should be sent out a few days prior to the event. (Sample template has been provided for your use.) Please note that providing your contact information on the day of the event is very important as the media will likely try and reach you just before or during the event. If you have a cell phone, provide that number on the media advisory as well.
- The news release – a document that outlines what happened at the event, who was there, what the outcomes were, and why everyone was there. This should be given out at the event and sent out immediately afterward. (Sample template has been provided for your use.)
- Key messages – (Please note the attached key message document is NOT for external distribution) a media interview is an opportunity to get your message out about Move for Health Day. Attached is a list of key messages you can learn and incorporate into any media interview that will help the public understand who your organization is and why you are doing this.

Please note:

Below we provide recommended timing. This can be adjusted according to your own time constraints.

- 5 days before the event: Create your media list.
- 4 days before the event: Insert your local details into the Media Advisory and News Release provided.
- 2 days before the event: Fax and/or email the Media Advisory out to your media. If you choose to email, remember to provide the details in the body of your email, not as an attachment.
- The same day, be sure to place follow-up calls ensuring your media contacts will attend.
- The day of your event: Distribute your News Release to media as they arrive at your event. Send a copy via fax or email after the event to media who did not attend.

