

2013 Move For Health Day

Media Tips

Good media coverage should be a priority! Citizens and communities making a commitment to becoming more active is the kind of "good news" we need to get out to the public. If you want your community to know about your upcoming Move for Health Day events, use local media to help spread the word. Here are some tips:

1. Update your media lists of local newspapers and radio and television stations. For a listing of community newspapers throughout BC, see the BC and Yukon Community Newspaper Association http://www.bccommunitynews.com/files/member_papers.html. Call each news organization you decide to contact to verify the names and contact information (including e-mail) and their deadlines.
2. Get to know your local media. Read your local paper and family publications, watch local news broadcasts, and listen to local radio to learn more about the style and interests of local journalists.
3. Learn about deadlines. For local television news, story decisions are usually made by managers, producers, and assignment editors during the newsroom morning meeting. Make sure your information gets in their hands well in advance of the day you want them to cover your activities. Keep in mind that most daily papers are morning editions, and deadlines for print reporters typically start around 2 p.m. the previous day. It's best to reach a newspaper journalist sometime between 10 a.m. to noon. Again, it's advantageous to have had some advance contact rather than calling at the last minute.
4. Follow up. If you have submitted materials on deadline and haven't heard back, follow up! But have a little patience. Just because a reporter doesn't answer your e-mail or call immediately, doesn't mean there isn't any interest. If it's difficult for you to follow up because of your school schedule, see if your principal can help coordinate, or talk with a parent volunteer about taking on media duties for your Move for Health Day event.
5. Two weeks before your event date, send out a media advisory (see media advisory template) to people on your news media list. The media advisory should be a single-page document that gives journalists logistical details about your event: what, when, where, who, and how they can cover it. Think of it as an invitation to your Move for Health Day event. Be sure to also tell your "guests" where parking is available and where they should check in at your school or facility. To convince journalists why they should cover your event, follow up your media advisory with a press release (see news release template).
6. Get members of the media involved by inviting them to participate in your event.
7. Most importantly, be professional, friendly, and creative. It is a good idea to send a personal note to thank your media contact for their coverage (and participation).



Contact:
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