

# ACTIVE COMMUNITIES MARKETING TOOLKIT

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HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

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HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## INTRODUCTION

This marketing toolkit has been developed to help you to raise awareness in your community of the importance of living an active lifestyle and to promote your local Active Communities Initiative. Using the tools included here can help you to increase participation by individuals and groups in your events, program and activities, with the goal of increasing physical activity levels of British Columbians by 20% by the year 2010.

This toolkit focuses on advertising and public relations (PR) as these will be the vehicles you use the most and are the most relevant to reach out to your communities. Bit by bit, year by year, with persistence and consistency, great activities and marketing will achieve this goal.

For your reference, throughout the rest of this document “Active Communities Initiative” will be shown as ACI.

Please refer to [www.activecommunities.bc.ca](http://www.activecommunities.bc.ca) for updated marketing resources and examples.

For consultation and support applying this toolkit, please email: [activecommunities@bcrpa.bc.ca](mailto:activecommunities@bcrpa.bc.ca) or call 604-629-0965 ext 238.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# WHAT IS MARKETING

### WHAT IS MARKETING?

In the simplest terms, marketing is communication about a product or service to a group of potential customers to encourage them to purchase or use the product or service.

“Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.”  
(American Marketing Association)

### WHY IS MARKETING IMPORTANT?

Marketing works to inform individuals about your organization or your products or services (in this case, your local ACI), drives them to attend your events and to support your programs, campaigns and activities. Marketing activities include advertising, sales, packaging, promotion, publicity and events and they are used individually or together to move people to connect with your Active Community program.

### WHAT ARE THE BENEFITS OF MARKETING?

Think about marketing as your opportunity to tell the people in your community about the benefits of living a life in which physical activity is a priority and is integrated into daily life. When marketing is done well, the people in your community will see the benefits and value of your ACI and your initiative will then be more visible, more credible and will attract more people to participate in your program and in living an active lifestyle.

#### MARKETING CAN:

- Increase attendance at events.
- Increase participation and support of your programs.
- Increase commitment to living an active lifestyle.
- Attract new people to events and programs.
- Build a new way of living – as parents pass positive active living habits to their children.

### WHO SHOULD USE MARKETING?

Marketing is a necessary function for each and every Active Community. You have already taken an important step forward by becoming an Active Community and now you need to inform your community of who you are, what you do, why they should participate, and how and when they can participate in your initiative. To market your events, initiatives and commitment to an active lifestyle, you may want to appoint one person to manage the marketing for your ACI. This doesn't mean that this person will do all of the work, but it is good to have one person who ensures that deadlines are met, your message is consistent and frequent, and the work is delegated effectively and fairly. This person will champion the marketing initiatives to ensure they are successfully accomplished. It is also helpful to media to have a point person who is up to date on all the marketing and events, and who they can eventually become familiar with.

While one person should champion your marketing initiatives, everyone on your Active Communities team should be marketing your ACI, by talking about it to their networks and people in your community, and creating awareness of the benefits of participating in your ACI.

Different marketing tactics should be used at different times, depending on your target audience. Throughout this toolkit, we will outline when specific marketing tools and tactics should be used.

The following are key promotional tactics used within a marketing function.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# MARKETING AREAS DEFINED

### **ADVERTISING**

Advertising communication through various mediums (television, radio, magazines, newspapers, the Internet, and billboards) in which the company or organization that pays for or secures the advertising medium is in control of the message.

### **SALES PROMOTION**

Sales Promotion, contests, competitions, coupons, discounts, rebates, and free samples are examples of sales promotions. These are different types of methods that are used as incentives to create a call to action over a pre-determined time period to increase consumer or market demand.

### **PUBLIC RELATIONS (PR)**

Public relations is communication efforts used to establish and maintain a strong image, and build goodwill and a favorable relationship with the public or community. These efforts aim to earn understanding, acceptance and support as well as influence opinion and behaviours by the public or employees. PR is generally conducted by disseminating stories and information to the media through activities such as news releases, media kits, events, blogs and newsletters.

### **PERSONAL SELLING**

Personal selling, otherwise known as “sales” which is most often a one-to-one activity, where prospective buyers (or leads) are nurtured and the product or service’s features, advantages and benefits are conveyed with the intent to “close” a sale usually with the exchange of funds involved. In the case of Active Communities, the “sale” might be of a fundraising ticket for an event or it could be “selling” the concept of an event, workshop or other initiative where no money is involved, but a commitment to attend or participate is needed. Sales can include reaching out to contacts, cold calling and networking.

### **DIRECT MARKETING**

Direct marketing reaches the individual consumer with a specific message about a product, service, event or program. Popular forms of direct marketing are telemarketing, mailings, and email.

### **WEBSITE MARKETING**

Marketing on the Internet through the development of a website or website page allows you to inform individuals about your program and events or activities. It can also allow you to gather contact information in order to build a database that can be used to develop leads to further market your events and activities.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MARKETING - READINESS ASSESSMENT

Are you ready to market your ACI? The following is a checklist to gauge the readiness of your Active Communities team to engage in developing and/or implementing a marketing plan for your ACI.

### **THIS CHECKLIST WILL HELP YOU IDENTIFY KEY AREAS THAT WILL HELP OR IMPEDE YOUR MARKETING EFFORTS:**

- Have you completed your Active Communities plan?
- Have you reviewed the marketing tools/resources and guidelines available on the Active Communities website?
- Have you created a logo to represent your ACI (personalized Active Communities logo or your own logo)?
- Do you have a calendar of events that lists all of your activities scheduled for the next year?
- Have you informed the provincial Active Communities team at BCRPA of your events and initiatives?
- Who will champion your overall marketing efforts?
- Who else will help you implement your marketing plan?
- Who are your key stakeholders and/or partners that can help promote or spread the word about your ACI?
- What is the awareness level of your ACI by your community?
- Have you identified your team's strengths and weaknesses?
- Have you identified the opportunities and challenges facing your ACI?
- Have you set goals and SMART (specific, measurable, achievable, realistic, time) objectives for your ACI and is your team aware of these?
- Who is the target audience for your ACI?
- Will your events and initiatives appeal to your target audience?
- What is the message that you want your target audience to receive?
- What are the benefits/value of participating in your ACI?
- How can your target audience participate in your ACI?
- What is your 30 second elevator speech about your ACI (who you are, what you do, why your audience should participate, why are you doing this, when and how can your audience participate)?
- Do you have collateral pieces that can help you inform your audience about your ACI? (e.g. flyers, brochures, pamphlets, rack cards, etc...)
- How will you evaluate whether your marketing efforts are successful or not?
- Who will people contact for more information about your ACI?



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# ADVERTISING - HOW TO DEVELOP AN ADVERTISEMENT

Before we get into how to develop an ad, let's have another look at what an advertisement is. Advertising is paid communication through different methods (television, radio, movies, magazines, newspapers, the Internet, billboards, bus shelters, etc.) in which the company or organization that pays for or secures the advertising is in control of the message of the advertisement.

A good ad is a very valuable marketing tool, but it has to be done well and it has to run a number of times in order for your message to penetrate into the minds of your audience.

### RESEARCH

Each ad should be made with your target audience in mind. These are the people that you would like to reach, to inform, and to drive to action. Make sure to research as much information about the target audience as possible (e.g. demographics, psychographics, etc...).

Identify a benefit that is unique and that will appeal to your target audience. What is special about your ACI, what will make people interested in participating or at least in getting more information?

It is important to understand WHY your target audience will engage with you when there are so many choices out there. What sets your event, initiative or program apart from others? What do you bring to the average person that will improve their life?

To find out what makes your ACI relevant, make a list of all the benefits that it brings to the average person and then rank them in the order of importance to the target audience. The benefits at the top of the list should be the ones to concentrate your message on in the ad. Remember, many people want to include activity in their lives; focus on how that will improve their lives. Tell them what they get out of it. Everyone wants to know what's in it for them.

Although you control an ad, the statements in it should be credible and trustworthy. Never make claims or promises that cannot be delivered.

### DEVELOP A CONCEPT – SIZE, VISUAL & HEADLINE

Once your target audience and the product or services' primary benefits have been determined, it is necessary to develop the ad concept. This is where you figure out how you are going to articulate the benefit to the consumer so that it catches their attention and makes them want to stop and read it.

There are three major components to this stage of the process; the first is the size of the ad. That determines a great deal of what can or cannot be done.

The next two are the headline and the visual. If the ad is going to include a visual component such as a photograph or illustration, it's a good idea to start thinking about what it will be as you develop the headline. The headline and the visual are what will attract attention and as they need to reinforce one another, they need to work together. Sometimes a good headline will prompt an idea for a visual and vice versa.

The purpose of a headline is to attract attention to your ad. It should "hook" the reader by being dramatic, compelling, smart or funny, and convincing enough to get them to read further. Successful headlines instantly communicate a benefit, such as saving money, losing weight, getting fit, etc. and are specific and directly related to what you are trying to "sell" (such as attending an event, signing up for an activity, etc.).





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## ADVERTISING - HOW TO DEVELOP AN ADVERTISEMENT

An example of a catchy headline might be: Mayor Jane Doe Jumps For Joy At 24-Hour Skipping Marathon!

There are simple yet effective options you can use for the visual component. A photograph of a person who is exercising, a similar event or even of a person enjoying themselves during physical activity come to mind.

Please check with the Active Communities Style Guide for reference when using images in advertising or PR related initiatives. (We have listed an overview of this under Images in the MEDIA MATERIALS section.)

### WRITING THE BODY COPY

In a very small amount of space, the body of your ad copy needs to expand on your concept, headline and visual. Your headline will have grabbed the reader's attention and now the copy must tell the benefits or advantages of your initiative, support your statement and then ask the reader to do something about it. The ad copy (i.e., text) needs to incorporate the "who, what where, when, why and how." As this needs to happen in a very small amount of space, every word counts.

To start, it's easiest to ask, what will participating in the initiative (whether it is buying a ticket to a fundraiser, joining a program or attending an event) do for my target audience? The ad copy should be able to answer that question.

An ad doesn't need to be lengthy. It is developed to create interest and provide basic information. After the headline, use two to five sentences to speak about the event or initiative. Use active words that will give a sense of excitement, fun and liveliness (if appropriate).

The closing copy is equivalent to the "close" for a sales call. It needs to strongly encourage the reader to move to action (to sign up for the run, buy a ticket to the event, visit your website and commit to participate). This is where an offer is made and where the indication of how a reader should respond: clipping a coupon, visiting a location, calling an 800 number or visiting a website are the most popular ways of closing an ad.

There are some things to keep in mind while writing the copy. Be sure to focus on the buyer or user of the services by using the word "you." Construct short sentences and short paragraphs to make the copy read more quickly. Use an active voice, by using active verbs as opposed to a passive voice which uses passive verbs. For example, "the river was crossed by the entire town" is in the passive voice. To make it active, it should read "the entire town crossed the river". The sentence becomes more direct and most times it also becomes shorter.

### WHEN FINISHED WITH THE BODY COPY, READ IT AND ASK YOURSELF THE FOLLOWING QUESTIONS:

- Does the headline reflect the initiative's strongest benefit?
- Does the copy have enough emotional appeal?
- Are specifics being used instead of generalities?
- Does the copy read quickly and clearly?
- Are the advantages clearly pointed out?
- Are the sentences short and snappy?
- Does it speak to your target audience and does it answer their questions, "so what" and "now what?"

The answer should be "yes" to all of the above questions. If not, the copy needs to be reworked. Before you send copy anywhere, have at least two people review it for you – with an eye to both the content and to the spelling and grammar. Nothing is worse than an ad that has mistakes.



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## ADVERTISING - HOW TO DEVELOP AN ADVERTISEMENT

### AD DESIGN & LAYOUT

Ads are intended to convey the image of how a company or organization wants to be perceived. Do you want your ad to convey sophistication? Seriousness? Fun? Activity? Take this into account when designing the ad.

There are key design elements that make up the overall look of the ad. These include: typefaces (or fonts), type size, where the text appears, and how large the headline appears.

First, draw what the ad layout should be. Simply sketch the basic shape you'd like the ad to take. If a visual or graphic is being used, decide where it will go and work the text around it. If the visual and headline depend on each other to get a point across, the visual should be directly underneath or to the right of the headline. The reader's eye will then flow into the visual from reading the text.

There should be enough white space (space where there is no text) in the ad. If there is too much text, the ad will appear cluttered and this deters people from reading it. It's very common to have to remove or "cut" text after the ad has been laid out.

### DEPENDING ON YOUR GRAPHIC DESIGN ABILITY AND BUDGET – THERE ARE SEVERAL OPTIONS FOR DESIGNING AN AD. YOU CAN:

- Design it yourself (if you have the ability or it is a simple ad).
- Hire a graphic designer (post a help wanted ad or ask your marketing department, or partner with a marketing department to refer someone).
- Inquire at a local college offering graphic design courses/program if a student or recent graduate will take on a design project for a nominal fee or for free.
- Ask a local advertising agency if they will take on your local ACI as a "pet charity project" to design and/or develop your advertising campaign.
- Have the newspaper design the ad for you.

When designing your ad, please keep in mind that the cost of placing an ad varies on factors such as the size of an ad, whether the ad is in colour or black & white, the location of the ad placement and the date/time/frequency of the ad placement.

### BROADCAST ADVERTISEMENTS

Most radio and television stations will create your ad for you (they will write the ad, supply the voice talent and produce the ad). What you need to provide is a clear and concise message. The copy writers will build the ad around your message. You should also be able to give the station's copy writers an idea of what you'd like to see and hear (while staying open to their ideas for visuals or sound effects). Be prepared to have only 15-30 seconds of information used. Time yourself reading the information to see how much/little you can get into the timeframe.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## HOW TO PLACE AN ADVERTISEMENT

Be sure to direct your advertising dollars to your target market. Rather than going broad, and trying to sell to everyone, narrow your focus, and then, if necessary, narrow it some more. Once it's been determined who the intended market is, look for media that targets that demographic. Depending on your product or service, this might include community newspapers, local daily newspapers, local radio, television, web searches and advertisements, chamber of commerce directories, newsletters, magazines, billboards, bus shelters, etc.

If the target audience cannot be defined by a specific geographic location, look at regional or specific demographic publications. Perhaps a regional paper runs an annual issue that focuses on an issue or activity that reaches your target market.

Some monthly magazines offer discounts for multiple ad insertions placed over a longer time period. It is said that an ad needs to run a minimum of three times in a short period of time before a person actually “gets” it. Repetition is an important key to advertising successfully and therefore, keep in mind how many times you’d like the ad to run and what that will cost.

Media sometimes has advertising space that hasn’t been filled by their usual deadline and are sometimes sold at discounted prices. Of course, this means that the spots aren’t at the most ideal times or in the best location on a page and you don’t know until the last moment if you can use this space, but this inconvenience might be worth the discount and the exposure you’ll receive.

Don’t take the first price given to you by an ad sales representative. A great deal of negotiating can go on, depending on your ad budget – and the fact that you are involved in the ACI gives you some “community involvement” negotiating tools. Let the sales rep know that you are placing this ad as an Active Community and that the intent of your involvement is to help people become more active and to lead healthy and enjoyable lives that includes physical fitness. You may be able to negotiate a lower ad rate if your initiative is focused on providing benefit to the community, its members and/or the public at little or no charge for participation. You can also try approaching local community newspapers and media about sponsoring your ads for free. Many media, particularly local community newspapers, will sponsor free ad space in exchange for being recognized for supporting your initiative/cause. (See sponsorship section for additional information).

Finally, media such as Pattison bus shelters, billboards and transit will offer some municipalities advertising space for free or at a discounted rate. You should contact your local sales representatives of these media to inquire if this is available in your community (if this is a media that you have identified as targeting your audience).



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **PUBLIC RELATIONS & PUBLICITY**

### **WHAT IS PUBLIC RELATIONS (PR)?**

PR is positive, proactive communication with various sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, service or idea.

Public relations is made up of many different components: publicity, newsletters, special events, speaking events, trade shows, including internal communications (employee), external communications (public, community, target audience/market), investor relations, media relations, crisis communications, communications audits, media perception analysis, planning and results evaluation as well as blogs, podcasts and other Web 2.0 initiatives.

PR can be a stand-alone function or a part of the promotional mix in a large budget campaign that includes advertising, promotion and direct marketing.

Great public relations creates action. It communicates an organization's message in a way that makes their target audiences sit up, take notice and listen. It raises the profile of an organization, program or event so it becomes a topic of positive conversation throughout the community. Great public relations acts as a translator, taking what you want to say and putting it into a message that is not only heard, but creates positive response, action, reaction and a perception of credibility.

### **WHAT IS PUBLICITY?**

Publicity is an important component of any PR initiatives. It is about generating coverage in the media that positively communicates your message. It creates positive, long-term mutually beneficial relationships with reporters, editors, producers and on-air personalities.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## USING THE MEDIA EFFECTIVELY

The media is an important instrument in promoting your ACI. Used effectively, it can take your message and the organization or initiative into hundreds or thousands of homes. However, you can't just expect a reporter to take your call and start writing about you, it doesn't happen that way. To get a reporter's interest, you need a story about people doing something for a reason. You need to be doing more than just raising awareness. First, it's important to establish awareness with the media of who your organization is and what your initiative is about, and then it's necessary to establish credibility by building relationships with the media and providing newsworthy information. It is a two-way street. If there is a story to tell, expertise to share, or an organization makes their spokesperson available to the media as a resource or can provide background information, this could quite possibly make for a larger story. Building this relationship is an important investment.

Generating publicity is also about creating relationships with the media. If you want to have an article printed, be interviewed on the news, or be a guest on a television or radio talk show – you need to provide the media with information that they believe will interest their audience or readership. Remember, the information has to be beneficial to the newspaper, magazine, radio or television station and its audience. You are “selling” a story to them, you have to make sure that it is interesting for their readers or audience and isn't too self-serving. It has to be newsworthy (see Understanding the Media below) – in other words, it has to be “new”, significant in terms of the number of people impacted, local and/or close to home, have prominence such as a celebrity, and have emotional appeal.

### FINDING CONTACTS

There are tens of thousands of media contacts in Canada alone. You can access media contacts by subscribing to a media database, which is updated all year round (and can be quite costly) or you can simply search the website of your targeted media and create your own database.

Some types of media organizations you may look to get publicity from include community newspapers, local daily newspapers, national daily newspapers, radio stations, television stations, Internet media and blogs.

Because ACIs are designed to promote activity within local communities, we'll focus on community newspapers, local daily newspapers, talk radio, news radio, disc jockey mentions, television shows and television stations in this section.

Community newspapers are very important since your target market lives where your ACI is and your news is relevant to the community where your organization is located. If you are doing events, conferences or speaking presentations in a community – community newspapers may be interested in your story. They want to know about things that affect their readers. The contact information you are looking for is the editor's and/or the event listing editor.

Local daily newspapers are a perfect place to look for contacts. The media often offers their contact information along with the article. Look for the editor and reporters in the area of interest for your particular initiative. This will probably be a city editor or news editor. If you are unsure, get the newsroom's contact information, either a fax number or an email, and your news release should be forwarded to the correct person.



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## USING THE MEDIA EFFECTIVELY

Take note of the types of writing styles reporters use. Get familiar with them. These are the people who you will reach out to who will help grow awareness for your ACI.

If you are having difficulty finding a reporter or editor's contact information, call the main number of the paper and ask the receptionist for the contact number or email of the specific reporter or editor you are looking for. (Don't expect the receptionist to do all your work for you, this is a last resort.)

Talk radio can be a very effective way to get your message heard. Check out the various stations and their formatting. Is there a talk show that suits your organization better than others? Look for the producer contact information here.

Television shows are a great place to showcase any Active Communities' events and initiatives. Watch the breakfast shows, morning news and cable interview shows. With practice, you could be one of their guests. Look for the producer's contact info.

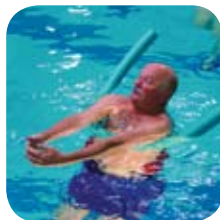
News radio often does stories on location, which can be helpful for event-based stories. Listen to which shows – morning, noon or night – have the most human interest stories and start there. Music-oriented radio stations in rural areas also tend to have regular newscasts. All radio newscasters are always looking for local or regional content, which works to your advantage.

Television station newscasts need content. You may think that everything is “hard news”, but look again. There are usually a couple of good human interest stories mixed in near the commercials. Watch the noon, evening and late night news if you can (or tape it).

### **WHERE TO FIND CONTACT INFORMATION**

If you're looking in newspapers or magazines, the information you need (email address, phone, fax number and address of the contacts) is usually found in the publication. If you cannot find it, use the Internet or call the receptionist.

For radio or TV newscasts or talkshows, check the credits at the end of the program or newscast to at least get the names. Go to their website or contact the receptionist for more contact information. You can also phone the newsroom and ask who you should contact and how you can get information to them.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## UNDERSTANDING THE MEDIA

### WHAT THE MEDIA LOOKS FOR

Your information must be newsworthy to be considered for publication or broadcast. News must be timely and of interest to the media's audience.

### NEWS MUST MEET AT LEAST SOME OF THE CRITERIA FOR A NEWS STORY. THE MORE YOU CAN MEET, THE MORE NEWSWORTHY IT IS.

- Tragedy, Danger, Safety – There is an old saying in newsrooms, if it bleeds, it leads. Tragedy, death, and near-death tends to grab the front page.
- Timely – If it's not now, it's not news.
- Conflict – Media love it when there are two opposite sides to a story.
- Human Interest – Something that touches your heart, makes you sigh, laugh or cry – something about real lives of real people is of interest.
- Novelty – Unique, new, a bit whacky; media love things that are out of the norm.
- Proximity – It is more newsworthy the closer to home it is.
- Impact – The more people the story affects, the better.
- Prominence – It's more interesting when things happen to celebrities or people of importance.

Think about how your event might fit into these criteria. For the most part, you want to stay away from anything to do with tragedy, danger or safety. These are very sensitive areas.

Timely – if your event is coming up in the next three to four weeks, then it is timely.

Conflict – conflict isn't always negative. What if your event is for elderly people and a study has just come out saying that the elderly aren't active. You might be able to show the opposite side to that story.

Human Interest – you have great opportunity to use human interest. Every person who participates has a story. Is there someone who has overcome great odds to be active, someone who has committed to living an active life and succeeded, is there someone who is going out of their way to help someone live an active life?

Novelty - Is there something new, fun or a little whacky about your initiative, fundraiser or event? Perhaps it puts younger people in a competition with the elderly often winning. Anything that is a bit out of the ordinary is good.

Proximity – Your community matters to your local papers.

Impact – How many people are involved? The more the merrier. Is there something you can provide to reporters to help people get involved at home? An exercise, a recipe, a way they can participate conveniently?

Prominence – Is there a local celebrity – the Mayor, perhaps, that will be involved?



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **MEDIA MATERIALS - MEDIA KITS**

### **OTHER TIPS**

- The media loves a small selection of high-impact numbers – but avoid using too many numbers in a story. Too many numbers can confuse the audience. They can also be hard to illustrate on television.
- For television – is there a good picture with action in it? People doing something dynamic (as opposed to sitting on a bench or looking at something)? Try to think of visuals and sounds for broadcast stories, these give a story life.
- For radio coverage – do you have someone who can be interviewed? Will there be some good background noise, like a busy playground. Will the background noise overwhelm the interview, like a crane dropping large rocks?
- They also love kids, grandmas, grandpas and pets. They make great visuals!

### **MEDIA MATERIALS - MEDIA KITS**

Media kits are sent to the media to provide them with information on your organization, events and initiatives.

### **EACH MEDIA KIT CAN BE CREATED SPECIFICALLY FOR A CAMPAIGN AND MAY INCLUDE, IF APPROPRIATE:**

- Backgrounder
- Fact sheet
- Images
- Event notice and/or news release
- Other information that the media may find useful

(Please continue reading for more information on these media materials.)

Think of a media kit as providing journalists with information about your organization and your initiatives. It is a resource for journalists to refer to when researching a story.





## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# BACKGROUNDERS

You need to be prepared for what the media will require before they ask for it. Have a backgrounder and images ready to go before you develop a news release.

### BACKGROUNDERS

The backgrounder is an important document for the media. It provides reporters with additional information (to supplement your news release, which we will discuss later) to develop their article. This document is also key to showing the media the credibility of your organization. If you have a backgrounder ready when the media asks for it, you have a better chance of being included in the story than an organization that is not prepared.

### DEVELOPING A BACKGROUNDER

There may already be devised key messages or a standard type of backgrounder for your ACI. Be sure to check on this (perhaps with your local partners, team members or other departments within your municipality) before starting a backgrounder because it might save you some work!

### HOWEVER, HERE ARE SOME TIPS AND HINTS TO KEEP IN MIND IF YOU ARE STARTING ONE FROM SCRATCH:

- A good backgrounder is relatively short (never go over one page).
- Talk about the organization – the hard facts. The following are things you may want to write about:
  - > Locations of offices
  - > Number of staff employed
  - > Organization awards
  - > Special events
  - > Support and/or endorsement by any prominent people or organizations
  - > Include your URL and/or contact information
- The wording should reflect the business you are in – an accounting firm's backgrounder would be more formal than an art studio's.

### BACKGROUNDER QUESTIONS

#### HERE ARE A FEW QUESTIONS TO ASK IN ORDER TO HELP WRITE THE BACKGROUNDER:

- When was the organization founded?
- What is the organization's mission statement?
- What are the organization's goals and objectives?
- Who founded the organization?
- Where is the organization based?
- What kind of services does the organization provide?
- Are there any plans to expand the organization's current market?



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **FACT SHEET**

Depending on your initiative, you may want to provide media – and event participants – with a fact sheet.

A fact sheet provides specific, relevant information and acknowledges the source of this information so that the media can check the source and ensure the facts are accurate.

### **FOR EXAMPLE, A FACT SHEET RELATING TO AN ACI MIGHT INCLUDE FACTS AND STATS ON:**

- How many people are overweight in BC.
- What an active lifestyle can do to improve wellness and overall health.
- How much exercise it takes per day to improve health and wellness.
- Stats and facts related to your event specifically.

### **HERE ARE SOME HINTS TO HELP YOU WRITE A FACT SHEET:**

- A good fact sheet is relatively short. (Try not to go over one page.)
- You need to develop compelling facts that a reporter would be interested in that tie into your initiative.
- Always ensure your facts are 100% accurate. (The reporter may use your info word for word.)
- List the sources you received the information from – be specific so the reporter can easily find the information if they need to fact check. (i.e. List the surveys, websites, books, etc.)



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **IMAGES**

Please check with the Active Communities Style Guide for reference when using images in advertising or PR related initiatives. The following is an overview from the guide.

Selecting the right image is very important for all Active Communities materials, as inappropriate images may alienate some viewers and erode the Active Communities' brand.

### **WHENEVER POSSIBLE USE IMAGES THAT:**

- Portray a wide variety of real people.
- Include both genders and spans a range of ages, ethnicities, and physical abilities.
- Represent community diversity.
- Portray activities that are accessible and available to all members of the BC community.
- Show a variety of seasons and environments that are representative of BC geography.

### **IMAGES THAT ARE NON-REPRESENTATIVE OF THE ACTIVE COMMUNITIES SHOULD BE AVOIDED.**

#### **NON-REPRESENTATIVE IMAGES INCLUDE THOSE THAT:**

- Portray "stock photography" – types of activities and models who are not representative of the general population.
- Environments that do not represent the geography available to BC communities.
- Extreme athletes performing activities outside the range of ability for most community members.
- Activities that are expensive and only available to individuals with high incomes.

The following hints and guidelines are for when you'd like to send a photo along with a news release or photo release to the media. When someone is skimming the newspaper, they are more prone to read the articles that have a picture. Images are important to helping get your key messages heard.

Here are tips and hints for when things such as budget and time don't allow for the hiring of a professional for photography work.

### **GENERAL IMAGE INFO:**

- Develop high-quality photos or images for the media so when they cannot send a photographer, it is always possible to offer them images.
- Ensure the people in the photo are centered.
- Get the people to relax and smile – help to make them comfortable.
- Try to take vertical and horizontal shots so the media can choose the photo that best fits their layout.
- It's great to have the Active Communities logo (on t-shirts, banners, posters, etc.) in the shot.
- Try to be a little creative, if you can. (A standard photograph, like found in your photo album, probably won't cut it for the media.)
- Be sure that you have consent to take and use the photos captured and that you obtain the relevant information for the photo caption (see photo release and photo consent).

### **CONSUMER MEDIA ARE GENERALLY LOOKING FOR:**

- JPEG images.
- At least 300 dpi (dots per inch).
- 4" x 6" sizing.
- This should be somewhere over 200K and under 1MB in file size.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# NEWS RELEASES

The news release is often also called a press release. The news release is a very important component to PR and obtaining publicity and will be a very valuable tool for any ACI. A news release can announce things like your organization has successfully increased a community's involvement in an activity, has launched a website, opened an additional facility, is holding an event, or provide other pieces of news to the media.

### **THE FIRST THING THAT YOU MUST DO BEFORE DEVELOPING A NEWS RELEASE, IS ASK YOURSELF:**

- What's the story? Tell me in one sentence. That should be your lead line in the actual release itself.
- What is the news? (Is this newsworthy?)
- Who is the target audience?
- What are the key messages I need to put forth to engage the media to effectively have their audience understand our news?
- What are the objectives of sending out the news release?

### **ONCE YOU HAVE ANSWERED THOSE QUESTIONS, YOU NEED TO DECIDE WHICH TYPE OF RELEASE YOU NEED TO DEVELOP. HERE ARE YOUR CHOICES:**

- Standard news release
- Media advisory
- Photo opportunity notice
- Photo release



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## STANDARD NEWS RELEASE

(See Templates & Examples - News Release)

A standard news release is written when you have information that is relevant, timely and of interest to your community – and will be seen as such by the media for their readers/audience. (Use the standard news release development as a basis for all the various releases (media advisories, photo opportunities, photo releases).

**SOME MEDIA ARE VERY SPECIFIC ABOUT WHAT IS IN A NEWS RELEASE. KEEP IN MIND THAT A NEWS RELEASE IS ABOUT PROVIDING THE MEDIA WITH RELEVANT, INFORMATIVE, INTERESTING INFORMATION IN AN EASY TO READ, STRAIGHTFORWARD FORMAT. TRY TO FOLLOW THE ADVICE BELOW WHENEVER POSSIBLE:**

- Talk about the organization or any person mentioned in the third person.
- A news release should never be more than two pages long and if you can keep it to one page, so much the better.
- Use a standard Arial or Times New Roman font and keep the font size of the body copy to 11 or 12 points.
- Double-space your release. Some editors won't even read a release unless it's double-spaced. Leave lots of white space on the sides of the page.
- Always double-check your spelling and grammar. Again, many editors won't read something that has errors in it (or will stop reading once they see an error).

**Release Date Line:** Your release should read, "For Immediate Release". This sits on the upper left-hand side of the page in bold 11 or 12-point type. This tells the editor that this news is timely and should be considered and printed within a limited time frame. The date the release is sent to the media should be at the end of this line. If you have information you need to distribute prior to the news actually happening, but don't want the media to talk about it until a specific time write "Embargo – please do not print or broadcast until XX a.m., Date Here." Most media will respect this, but not everyone. If you send it out – keep in mind that you have given them the information and it is their choice when to air or print it (or whether to do so at all).

**Headline:** A creative line designed to catch the editor's attention. The headline should be bold, 14, 16, 18, or 20-point type can be used, and should not be more than two lines long. It sits at the top of the page and is centered.

**City Line:** This sits right before the lead paragraph and states the city and province that the story originated in. For example: Vancouver, B.C. –

**Lead (first paragraph):** It is created to grab the media's attention and can tell the story in one sentence. Often the media will not read past this paragraph, so you need to list all the relevant information here. The typical lead tells the who, what, when, where, why and how information. (Think about how you can fill in the blanks in this sentence: "People/organization doing something for a reason." ) The lead is interesting and brief. Use the details to follow the lead.



*Continued:*

## STANDARD NEWS RELEASE

**Body Copy:** The body copy expands on the who, what, when, where, why and how. It should include quotes, stats and further information. It should be broken into paragraphs that are no more than four or five lines long. Ensure you get out all your key messages effectively.

Adding a quote from the organization’s spokesperson is a great way to expand on your key messages to ensure the messages are effectively communicated. The quote may be picked up by media rushing to a deadline or by geographically remote or smaller media who don’t have the resources to do an interview.

**Boilerplate** (sometimes called the anchor paragraph): This is the last paragraph of the release. It can include the contact information that may be included in the story. This contact information may be printed, so make sure it is the number you want in the newspaper or on television. It is also an area to summarize what your organization does. Please see Section 8 regarding boilerplate guidelines for ACIs.

**End:** To show the editor that the dividing line of what is for publication and what is not to be published, type “-END-” or “-30-” and centre it.

**Further Information Contact:** Under “-END-” or “-30-” put the contact information for you or your spokesperson. (This is your name if you are the one to coordinate the setting up of the interviews.) This is for the editor or reporter’s information only and will not be printed. Put a number where you can be reached immediately, including your cell phone number. Make sure this a number where you can be reached **AT ANY TIME** and that you are willing to be contacted **AT ANY TIME** (early morning, evening, weekends). Also include a back-up contact who can also be contacted at any time.

### HELPFUL HINTS

- Keep your words simple and short. Make it easy to understand.
- Avoid using jargon. Ensure that you translate industry terms into common language so that the average reader will understand them.
- The first time you use an acronym, use the full name with the acronym in brackets behind the name. For example, “Sydney Film School (SFS)”, then you can simply use “SFS” thereafter.
- Keep your sentences to one thought – no run-ons – when reading the sentence out loud, if you have to pause for a breath, think about starting a new sentence.
- Go through the release carefully, looking for words that are repeated. If a word is used more than twice in an entire release, try to use another word.
- Feel free to add your logo to the document.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **MEDIA ADVISORY/EVENT LISTING**

(See Templates & Examples - Media Advisory)

Develop a media advisory when you are hosting a significant event and you want to entice media to come out and report about the event.

An event to celebrate a newly created initiative, a milestone for Active Communities, or the opening of a new facility are some examples of when this release would come into play. (If you are holding an event that is not celebrating anything and just trying to get media attention, you will most likely fail at receiving publicity. There needs to be a newsworthy reason for the event.)

### **HERE ARE A FEW HINTS:**

- Decide what event and organizational key messages you would like to distribute to the media.
- Keep the format the same as the standard news release.
- Keep it relatively short. (This should not go over one page.)
- It's a good idea to summarize the event in bold after the first paragraph.
- Talk about the event. The when and where you are holding the event is crucial.
- Explain the reasons behind holding the event and how this type of event ties in with what you are celebrating.
- If there is space, a quote from your spokesperson may help deliver the key messages.
- This release must be in the third person.
- Feel free to add your logo to the document.

The media advisory can also be sent to event listing sections of newspapers – simply change the title to EVENT NOTICE.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **PHOTO OPPORTUNITY NOTICES**

(See Templates & Examples - Photo Opportunity Notice)

There may be times when you will have a photo opportunity (or “photo op”) that could pique the media’s attention. (A celebrity endorsing your initiative or a whole community is participating in an active event are examples.)

The media likes to photograph the unusual, children, pets, things that are colourful and lively, or things that make a person smile.

### **HERE ARE A FEW HINTS FOR DEVELOPING A PHOTO OP NOTICE:**

- Ask yourself if you have an opportunity to attract media with your photo idea.
- Decide on the best location (as central as possible to make it convenient for media) and the best way to do the photo op to help get the most publicity possible. (See Media Material - Images earlier in this section.)
- Decide what photo op and organizational key messages you would like to distribute to the media.
- Keep the format for the photo op the same as the standard news release.
- Keep it relatively short. (This should not go over one page. If you can’t explain a photo in one page, media most likely won’t be interested.)
- It’s a good idea to summarize the photo op in bold after the first paragraph. (The newsroom receives hundreds of releases in a day, making it easy on them will help.)
- Explain the photo op. The when, what, where, of the photo op is crucial.
- This release must be in the third person.
- Feel free to add your logo to the document.





## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **PHOTO RELEASES**

(See Templates & Examples - Photo Release)

A photo release is developed when you have captured an image of something that you want to try to generate media coverage on. The photo release and image is sent to media that did not come to the photo op or event – to provide them with a professionally shot photo that they may still print.

### **HERE ARE A FEW HINTS FOR DEVELOPING A PHOTO RELEASE:**

- Decide what organizational key messages you would like to distribute to the media.
- Decide on the best location and way to do the photo op to help get the best publicity possible. (See Media Materials - Images earlier in this section.)
- Take the photograph. (Be sure to have consent to take and use the photo either with a signature on a photo consent form or by verbally advising participants that photos may be used for publicity, providing them with the option to participate or withdraw). See photo consent template.
- Keep the format for the photo release the same as the standard news release.
- Keep it relatively short. (This should not go over one page.)
- Offer a photo caption to help save time for the media. Ensure you have the key messages you want publicized in this caption. Include names and titles of anyone in the photo. (Write the caption well as the media might not write an article to go along with it.) The media may use this caption or write their own.
- Offer a photo credit. (List the person who took the photo or your organization.)
- This release must be in the third person.
- Feel free to add your logo to the document.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# DISTRIBUTION OF RELEASES

When distributing a news release you should know that the media are pressed for time. (In some cases, radio or TV newsrooms may get your story minutes before they are going to go on-air.) They receive hundreds or even thousands of other news releases everyday from people just like you trying to pitch their story. You must do your absolute best on the writing of the release to effectively get your message out to the media. Also, you need to consider when you want the story to run.

Distributing the release sounds simple...and it is, BUT you need to get it read. Here are a few pointers to help your release stand out from the crowd:

### **TIMING**

When you send out your release depends on what type of information you are distributing.

- A Media Advisory goes out three to five days before the event (or for community newspapers one week ahead of the event). You can also redistribute the advisory the day of the event to remind media to attend.
- An Event Notice goes out up to 30 days ahead of the event in order to maximize the opportunity to be included in event listings.
- A News Release goes out the morning of the announcement or event.  
(If the event has VIP speakers or presenters, it is handed out to media at the event.)

### **TOO MUCH INFO**

- Don't overwhelm the media with constant news releases. If you have something newsworthy, develop and distribute a release. If you don't, do not bother the media with information or they will begin to ignore you.



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## DISTRIBUTION OF RELEASES

### SENDING OUT VIA EMAIL

- Copy and paste the news release in the body of an email. (Many journalists won't open attachments due to viruses and some organizations won't let that email in past their firewall.)
- In the subject of the email type: "News Release –", "Event Notice –", "Photo Op Notice –", etc. followed by a catchy title. (Reporters will only open about 20% of their emails, so you need to make the subject line count. Be careful not to make it look like spam!)
- Read through the email carefully. Sometimes when you cut and paste things change and there could be errors as a result.
- Send yourself a copy of the email to ensure it looks correct. (Can you see the entire subject line? If it's too long, shorten it.)
- Ensure you are sending the release to the correct person at the media outlet (see Finding Contacts in the Using the Media section).
- The best days to send the release are Monday and Tuesday; Wednesday is ok. Try not to send them Thursday or Friday, if at all possible.
- Send them as early in the morning as possible. (Try to send releases out before the media arrives to work to ensure they have the opportunity to open your release before they have too many to choose from.)
- If you are sending the email to multiple people at DIFFERENT locations at the same time, ensure you use the BLIND COPY to distribute to everyone. (The media will not want to see that you have sent the release to their competition.)
- CC those at the same media outlet that you're sending the release to – don't blind copy them. (This way, the media knows who within the organization has the release.)
- When emails bounce back, spend the time researching the correct email address and resend it. (Then update your database.)

### DISTRIBUTING WITH A PHOTO IMAGE

- It is not advisable to send images with the release. As mentioned above, media generally won't open emails with attachments. (Especially if they don't know you.)
- If you have to send an image, ensure it is more than 200k but less than 1MB.
- Add "- With Image" to the subject line to help the email get opened.
- If you don't have a relationship with the reporter, tell them in the email that you have images available upon request (instead of sending an attachment).

### SENDING OUT VIA FAX

- Try to keep the release to one page if possible, two pages at the most. (If it is two pages, ensure that the document has a title and page number in the header.)
- Add a coversheet and address it to the appropriate media person.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **FOLLOWING-UP ON RELEASES**

This is often as important as the distribution of the release. When you follow up, you may find that no one has even seen the release!

### **FOLLOW-UP HINTS**

- Follow up via phone 48 hours after sending the release. (Give the reporter two days to review your news release – you have to be patient.)
- Do not call any TV or radio program at the top or the bottom of the hour if they are on-air.
- Try to call the media in the morning.
- Tell the journalist who you are and ask them if they have a moment to chat with you. Never assume they are sitting there waiting for your call.
- Ask if the journalist has received your release; don't assume they have seen it. (If they haven't, don't get upset; just ask if you can send it again.)
- Don't expect that the reporter will be happy to take your call. They won't be. Don't take this personally; it's not you. They are just under a lot of pressure and deadlines.
- Ensure you can effectively "sell" your story in UNDER 15 seconds. (You will be lucky to get even this amount of time with the reporter.)
- If you get voicemail leave a SHORT message (15 seconds at most). Leave your phone number, but don't expect to receive a return call. They will only call you back if you caught their attention and they want to know more.
- If the reporter is searching for the release or email when you are speaking to them, offer to resend it to them. (Make it easy on them – it may go a long way.)
- The general rule of thumb is to follow up no more than 3 times to the media. (And three times is pushing it. Remember, if you wrinkle a reporter you may have difficulty getting coverage with them in the future.) If they say "no", don't follow up again.
- Remember, the reporter is most likely on a deadline – be appreciative of their time if you get to speak to them. Don't go on and on.
- If you are going to follow up a third time, you can try to follow up via email.

### **WHEN TO KNOW IT'S NOT WORKING**

- If you have distributed the release, followed up a couple of times and NO ONE is interested – it's probably time to re-evaluate what was done and how to do it more effectively the next time.
- You might also look at how you can reposition your pitch right now. If you do get a reporter on the line and they say no to you, ask them if they have a minute to tell you why. You may get valuable information from them that can help you to revise your angle and generate media attention.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **PUBLIC SERVICE ANNOUNCEMENTS**

A public service announcement (PSA) runs on television or radio serving the public interest and offered at no charge. Often media will work with a not-for-profit, charity or organization to help promote an event or initiative that is being done for the good of the community.

Some media will take the information directly from a news release while others may write their own content. It is always a good idea to call your local media to ask about PSA opportunities for your initiatives.

Radio stations will probably not be able to tell you when your PSA will run, as it will probably be used as filler content. Do not count on them to run during prime time hours.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# ORGANIZING A NEWS CONFERENCE

News conferences (also called press conferences) are generally reserved for announcements of particular interest to large numbers of people. The following are examples of when to hold a news conference:

- A major newsworthy story.
- New information relating to a big story being followed by the media.
- A statement on a controversial issue.
- Participation of high profile speakers or celebrities.
- Launch of a major new initiative.
- Announcement of something of local importance.

### LOCATION AND SET-UP

- Choose a central well-known location convenient for journalists and appropriate to the event.
- Make sure there are good visual elements for television such as interesting scenery, people who are actively doing something, using graphs or models, doing a demonstration.
- Avoid a room that is too large and gives the appearance that few people attended.
- Make sure the noise level of the room is low. Avoid locations where problems may result from ringing telephones, loud speakers, highly reflective surfaces (e.g., mirrors, windows), or squeaky chairs.
- If you expect television media, be sure to have good lighting and plenty of electrical outlets for equipment.
- Make sure there is parking available at your location.
- Reserve space at the back of the room for television cameras, possibly on a raised platform.
- Reserve an additional room for speakers so they have space to prepare.
- Reserve an additional quiet room for radio interviews following the press conference.
- Ensure light and sound systems are in working order.
- If possible, have a fax, phone and Internet available.
- Make sure there is a podium and a table long enough for all spokespeople to sit behind.
- Consider displaying large visuals such as signage, graphs, logos, or charts.
- Prepare a sign-in sheet for journalists so you know who came and how to contact them. Get business cards from each journalist.
- Decide if you want to serve coffee and tea, or light snacks, during or following the event.
- Make sure you have press releases and other material for everyone.

### TIMING

- Work out a timetable to ensure that everything is ready when it is needed.
- Hold the event in the morning of a workday. (It can be hard to get a reporter out of the newsroom in the afternoon.) Try to have everything completed by 11 a.m. You can also do a weekend event for features for maximum coverage, but make sure reporters are working on that weekend.
- Distribute the news release prior to a news event: you can use an embargo to prevent journalists from publishing before the event.
- Check that you are not competing with other important hard news events on the same day, or your ACI feature could get bumped and not printed. Check the event calendars of other organizations and local newspapers for conflicts.
- Start the event on time – avoid keeping journalists waiting.
- Wait until the event to release important information to create an element of suspense.



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## **ORGANIZING A NEWS CONFERENCE**

### **POSSIBLE MATERIALS TO PREPARE**

- News release and media kits (folder which may include news release, backgrounder, organizational information/brochures, etc...).
- List of news conference participants (who was on the panel and their titles).
- Copies of speeches.

### **INVITING JOURNALISTS**

- Find out which journalists report on the area relating to your event or topic.
- You can invite by phone, by fax or Canada Post, but a telephone call first is always a good idea to ensure that specific journalists are available on that day. It's best to do this two to three weeks prior to the event. The journalist may not commit – but they will most likely make note of it.
- Keep an up-to-date database of journalists.
- Invite all of your local & regional media to attend. Don't leave anyone out and do not give preferential treatment to any one organization. This will encourage all of them to continue covering your events/stories and will avoid making enemies.
- Always make a follow-up call after the invitation has gone out to check that the right journalist has received the information.
- If you already know some journalists well, involve them early and fully.

### **PREPARING SPEAKERS**

- Select appropriate speakers. (This seems obvious, but sometimes people are asked to speak because they have certain positions, not because they are good at speaking and know the topic). Select strong speakers who are articulate, authoritative, engaging, and clear.
- Brief speakers carefully on the main messages of the event.
- Prepare speakers in advance on how to answer difficult questions and make sure they are available for questions.
- Offer to provide speakers with possible question and answer material.
- Try to hold a meeting to brief all speakers just before the event.
- Ideally, each speaker should present for only 3 or 4 minutes.
- Have each speaker make different points.
- Make sure that each speaker makes one or two important points ONLY.
- Keep speeches short and simple and avoid technical jargon.
- Select a moderator who will manage questions from the floor (media) after the presentation, if you are having a question and answer period.
- Encourage lots of questions and keep the answers fairly short.

### **FOLLOW UP**

- Within a few hours after the press conference, fax, email or deliver important information in news release format to journalists who were unable to attend.
- Gather press clippings of the coverage which resulted from the press conference, and distribute this to important partners and policy makers.
- If possible, record broadcast stories and make copies. If the story ran and you missed it, see if the station website has an audio or video vault/archive.
- Listen to the next newscasts that day AND the next morning for repeats you can tape. It is not standard protocol for the station to provide you with copies of the story.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# MEDIA INTERVIEWS - GENERAL TIPS

### INTERVIEW PREPARATION

Practice interviewing with someone else in advance. Saying something aloud, succinctly and articulately is always more challenging and will help much more than just trying to be “mentally” prepared.

Once you know who the reporter is, check out their work. Read their articles, or watch or listen to the show that this person is on. It will give you an idea of their interview style.

You may ask the reporter for the angle of the interview. This should give you a good idea of what will be asked. Don't ask for the questions, a good reporter won't let you know what they will be asking. Most will have a general idea of what they will ask you and will go where the conversation with you takes them.

When preparing for interviews, write out the questions you think the reporter will ask and also write down your answers. Writing down your answers will help you formulate your thoughts into solid answers. It will also raise any red flags, reminding you not to speak in jargon and to explain any technical terms.

Also, do any research necessary in advance to have supporting evidence that may be required for third party credible sources.

You also may also want to try to confirm when the coverage will be printed/aired so copies can be obtained.

### INTERVIEW TIPS

What if I am nervous? If you are nervous, it's okay to let the reporter know that you haven't done this before (before on air). They are professionals and will do their best to put you at ease. It's in their best interest to get the best out of you. And it's ok to be nervous, it shows that you are concerned with the outcome. Do the best you can and have fun with it!

- Be positive. You're in a fantastic spot to showcase your ACIs and the positive things that are being accomplished. The reporter has asked to speak directly to someone who is an expert within the organization – and that's you. This doesn't happen very often in a lifetime! Out of the hundreds of other pitches and releases the reporter received that day, the reporter took notice of what Active Communities has done. Be proud of your accomplishments and talk you and the organization up!
- Learn the reporter's name. Using the first name of the interviewer is considerate, warm and courteous. It creates energy between you and the reporter that will make you feel more comfortable. If you are on-air, it will come across positively to the audience.
- Be conversational. Keep your manner and tone conversational and informal. Use short words and simple sentences. Avoid jargon. This keeps the interview interesting and comes across much better in both print and broadcast. Don't focus on the microphone or camera – focus on the interviewer and you won't be as nervous.
- Be thorough, but brief. Give facts that back up or prove what you are saying, but don't overwhelm the reporter or audience with information. Be clear and concise.





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## MEDIA INTERVIEWS - GENERAL TIPS

- Remember you are the expert. You know your topic as well or better than the interviewer. Not all reporters cover the same beat all the time. With staffing shortages and budget cuts, often reporters are shared and transferred from section to section when the need arises. Don't expect them to know the subtle nuances that you know about your organization. If they raise a potentially negative issue, they may be "fishing." Deal with these "hot" issues directly, and then move on to positives. If they ask what seems to be a naïve or basic question, welcome the opportunity to explain it to them.
- Have credible sources. With limited time and resources, reporters and editors don't always have time to verify facts; they are relying on you as the expert. If they go to print or on air with incorrect information, chances are a viewer or reader will let them know quickly that you were wrong. Reporters won't use unreliable sources a second time.
- Don't ever lie to a reporter. Be open and honest. If there is an issue that you are not comfortable discussing, you can explain to the reporter that you don't feel that you have enough information to properly answer their question at this time. If there is a legal issue or investigation, be honest with the reporter and say that you are in the middle of the process at the moment and cannot comment, but that you are working openly and voluntarily with the governing body (or whatever organization) that is involved. Have a list of other contacts available for the reporter for any organizations involved.
- Don't be defensive. News is often about conflict and controversy. Assume the reporter is going to ask you tough questions and be prepared to answer them with positive statements. Keep your comments about the issue positive.
- There is no such thing as an "off the record" comment. Don't say anything to a reporter that you don't want to see in print or on the air. Reporters will not always honour an "off the record" comment. If you say it, it's on the record. This includes every moment you are talking to the reporter, whether their tape recorder is off or the camera is off. They can still use your statements.
- Most reporters aren't out for blood and don't want to trick you, but they have a job to do. If you give them something juicy, controversial or that is just gossip, they may use it. Do yourself a favour and decide that you will never say anything to a reporter that you would be upset about seeing in the newspaper the next day or on the news that night.
- Never say "no comment" to a reporter. If you can't answer a question, explain why. You can say that as a business decision we have decided not to release that information at this time. (If it is about a lawsuit or a contentious issue, you can state that you are not prepared to discuss this issue at this time due to the legal proceedings.) If you say "no comment" you will appear to be guilty or hiding something. (Remember US Colonel Oliver North?) If you are dealing with an issue, explain to the reporter that you don't have information for him/her at this time, but let them know that you are doing whatever you can to fairly, responsibly and transparently deal with the issue at hand and will contact them immediately when there is information to share. If you don't have the answer, say you can find someone who does and follow up.
- Listen to the reporter's questions. Don't assume you know what their next question will be. A reporter can take your last answer and it could totally change the focus of the interview, if they find it interesting. Listen to what they are asking and answer what they are asking, not what you assume they will ask.



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## MEDIA INTERVIEWS - GENERAL TIPS

- Answer the question you think you heard. If a reporter asks a question that seems vague or you aren't sure what they are looking for, answer the question that you heard. If the reporter was actually asking another question – they will clarify it. It can also be helpful to repeat the question back to them as you start your answer.
- If you really don't understand a question that the reporter asks, it is fine to ask the reporter to clarify it. They should be able to rephrase the question so that you feel comfortable or understand it. This should not be made a habit. Asking for clarification on every other question will make you look like you don't know what you are speaking about.
- For the TV & radio news, answer each question as if it is a stand-alone question. When a reporter asks you a question that you feel you have already answered, don't say "As I said before..." First off, it makes you sound impatient with the reporter. Secondly, it may be that the reporter didn't get what they needed for their sound bite the first time and is asking it in a different way.
- For broadcast interviews, you may only have one clip or quote aired. If you refer back to a previous statement – it would confuse the audience (which means that clip won't air either). View each question as though it will be the one answer that people hear.
- Do not let a reporter put words in your mouth if they are negative. If a question contains offensive language or words you do not like, do NOT repeat them – even to deny them. Quite often, only the response of the person being interviewed is broadcast, not the question itself. As long as you don't repeat the offensive language or inaccurate statement, it won't be printed or broadcast.
- When you're done – stop. The interviewer will appreciate it, and you'll avoid the most common pitfall of all, spilling more than you should to keep a good conversation going. It's common practice for an interviewer to stare at you in silence (Barbara Walters is the master of it). A common attribute is for an individual to fill an uncomfortable silence; DON'T. You might blurt something you didn't mean to. It's the reporter's job to keep the conversation going, not yours.
- If you are asked to answer a tough or negative question that you are not prepared for, stop and think before you answer. The pause will give you time to decide whether you want that information to become public. And if you do decide to put this information "out there", it will give you the time to think it through. Avoid the quick answer to something that makes you uncomfortable, it could come back to haunt you. You can also respond with "that's an interesting question", which gives you a few seconds to think through your response.
- Don't ask the interviewer if you can see and approve the piece and/or photographs. Reporters and photographers won't let you go over the piece or look at a photograph they've chosen before it goes to print or air; they don't work for you. Editors, reporters and photo editors all have a say in what goes into the final piece and they are not going to make you a part of this team.
- Read or listen to the story when it goes to print/air and try to figure out what you can change to do better next time.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MEDIA INTERVIEWS - RADIO & TV REMINDERS

### **KEEP BREATHING.**

As silly as it sounds, it is easy to forget to breathe. Breathe deeply from your diaphragm to give your voice power, and it will help you speak clearly. Be careful to speak at the right pace. A deeper, more relaxed voice is more trustworthy.

### **PARTICIPATE IN THE DISCUSSION.**

If more than one person is being interviewed, get involved with the group and express yourself. If you speak only when called upon, you may get lost or ignored on the program.

### **DON'T LOOK AT THE CAMERA DURING TV INTERVIEWS.**

The reporter or the producer will give directions to you before the interview. As a rule, you should concentrate on the interviewer not the camera.

### **DON'T JUMP TO YOUR FEET AT THE END OF TAPING.**

Wait for the interviewer to tell you that the program has ended. Especially with live TV such as breakfast shows, you might still be on the air. Don't say anything or move from your spot until the producer tells you it is ok to move.

### **DON'T BE UPSET IF SOMETHING IS EDITED OUT.**

Remember it is the responsibility of the media to tell the story, not yours.

### **USE THE 3 & 10 RULE FOR TV NEWS MEDIA.**

Wait three seconds before answering a question, by doing this you won't speak over the end of the reporter's question and it helps in editing. Keep your answer to 10 seconds. It will be concise and keep viewers or listeners' attention.

### **AVOID WEAK WORDS.**

Certain words convey weakness, uncertainty and detract from your key messages. Examples:

- Do not end sentences with a question, "don't you think?" "eh?"
- Avoid waffle words—"sort of", "I guess", "kind of."
- Avoid limp language – "uh", "umm", "well", "you know."



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# MEDIA INTERVIEWS - DRESS & APPEARANCE FOR TV

### ON CAMERA

- Wear something that is comfortable for you. As much as you want to “dress up” for the occasion, make sure you are comfortable. It will show if you aren’t.
- Physical habits are accentuated. Know your “nervous quirks” and avoid them.
- Relax. If you can’t relax at least sit still.
- Avoid wearing white, black, plaids, stripes or overpowering prints for technical reasons.
- Wear grays, browns or navy blue if possible.
- Pastel colors are preferable for shirts and blouses.
- If you are going into a studio, wear lightweight clothing. (The lights give off a great deal of heat.)
- Avoid shiny jewelry that glitters, dangles or clatters. Also avoid large necklaces that can bang up against the lapel microphone.
- Check your appearance in the mirror before any interview, including your teeth.

### BODY LANGUAGE

Even if you aren’t doing a TV interview, your body language can speak volumes about you. In fact, negative body language can easily overpower your positive verbal language.

- Maintain eye contact with the reporter. Be attentive. Sit straight.
- Avoid the very natural and common tendency to nod affirmatively to questions. (If you disagree, you might be nodding, thinking “I understand the questions,” but your body language is saying, that you agree.)
- Avoid smiling nervously during tough questions, it conveys weakness and uncertainty.
- Keep your arms on the table in front of you or, if there is no table, fold your hands and place them in your lap. Try not to sit with your arms crossed across your chest.
- Don’t touch your face while you are speaking.
- Cross your legs at the ankle if possible, this is grounding.

### GENERAL POINTS

- Keep your throat moist with water or use lozenges before the interview.
- Don’t chew gum.
- Never drink alcoholic beverages before an interview or with the reporter afterward. (We’re not saying you shouldn’t be friendly, but if you go drinking with the reporter – remember – you are still on the record.)

### VERBAL LANGUAGE – YOUR VOICE

What happens if you are speaking to the media over the phone? They can’t see your body language; they can’t look into your eyes. You need to communicate with your voice.

- Stand up when you are doing a phone interview, the energy will flow better. If you must sit down or if you’re in a radio studio doing a talk show, sit on the edge of your seat with your feet apart – it will have the same effect as standing up.
- Pay attention to how quickly you speak. Not too fast, not too slow. Take your time and breathe.
- Don’t use a speakerphone. While it is great for some meetings – with a reporter it can make you sound distant, remote, disinterested, and can be perceived as arrogance.
- Don’t lose energy; even if the interview is late in the day, you are tired and it’s been a rough week. Make yourself a tea and splash some water on your face; energize yourself for the call.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# EVENT PLANNING

Special events are an effective way to reach and engage your target audience in whatever it is you are trying to sell – a product, service or idea. It creates opportunity for your target audience to experience your product (in this case physical activity), speak with representatives from your organization and interact with other participants attending your event which gets them talking and creating buzz about what you are promoting.

**EACH EVENT IS DIFFERENT, BUT THERE ARE SOME SIMILARITIES IN THE WAY YOU CAN APPROACH THE PLANNING PROCESS. FOLLOW THESE TIPS TO HELP YOU PLAN AND ORGANIZE YOUR SPECIAL EVENT AND GAIN MEDIA INTEREST IN COVERING YOUR EVENT:**

Set your event budget. This should be a top priority. How much can you or how much are you willing to spend? Will the event produce revenue from registrations? Are you paying for the event by yourself? Will you approach sponsors to help fund the event? Be sure to obtain quotes from several venues to give you a budget range for your event, especially if you decide you need to go bigger or smaller.

Set the goals for your event. How many people do you expect? If this is a repeat event, are you trying to get a larger turnout than last year? Determine what you wish your attendees to gain from the event.

**SELECT YOUR DATE AND LOCATION. THIS COULD INVOLVE SITE VISITS TO VIEW HOTEL AND EVENT SPACE. PLAN ACCORDINGLY. WHEN YOU ARE CONSIDERING LOCATION YOU WILL WANT TO KEEP IN MIND THE FOLLOWING:**

- Room capacity. Is it too large or too small? Remember that if you're having a luncheon for 200 people you need to consider serving space, space for your honored guests and whether you will need any audio-visual equipment.
- Parking. Is there adequate parking for your guest needs? Will they have to pay for parking? How far will they have to walk from the parking area to the event? Is there a parking area for VIP's, dignitaries and media?
- Electrical supply. If you are planning a large event, you need to consider what equipment will be in use that needs electricity. For example, if you have exhibits, you need to know what access your vendors will require for their displays and broadcast media will also require power supply.
- Phone hook-ups. Will you need phone access during the event? Will your exhibitors or vendors need access? Are there any restrictions or limitations on wireless phone service in your event location?
- Computer/Internet access. Is this important for your event?
- Convenience: How convenient and centrally located is the venue for both the attendees and the media? Is the venue easy to find and access? How close is public transportation?
- Competition: Are there other major events competing with you for your target audience during your proposed date and/or time?
- Setup and Tear Down: How much collateral do you have to move in and set up? Will you require additional days at the venue to setup and tear down your event? Can you access the venue or the venue's storage area before the event to store collateral?
- Signage: Will the venue allow you to hang or place banners?
- Catering: Does the venue offer catering services? Are you allowed to bring in your own caterer and if so, what is the fee? What are the policies on serving alcohol at the venue?
- Promotional Giveaways: Does the venue have restrictions or policies for promotional giveaways?

**SET UP A PROJECT TIMELINE WITH SPECIFIC TASKS THAT MUST BE ACCOMPLISHED BY SPECIFIC DATES BY AN ASSIGNED TEAM MEMBER. SOME OF THE THINGS YOU MAY WANT TO MAKE SURE THAT ARE ON YOUR TIMELINE ARE:**

- When to make your first announcement of the event.



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## **EVENT PLANNING**

- Prepare and print promotional materials (brochures, flyers, invitations, etc.).
- Draft floor plan to layout the event logistics.
- Create a plan to promote your event (include communicating the event to media, stakeholders, partners, staff/team, volunteers, and general attendees).
- Select caterer/menu.
- Select entertainment.
- Select decorations/florist.
- Determine audio-visual needs.
- Determine other production needs such as tables, chairs, carpeting, drapes, staging, etc...
- Select overnight accommodations, if needed.
- Secure transportation if necessary.
- Review and sign necessary contracts.
- Select and confirm speakers.
- Finalize your agenda/program.
- Determine volunteer and staffing needs.
- Brief volunteers on event duties.
- Send out invitations to VIP's, attendees, media, etc...
- Confirm attendees.
- Prepare materials for event.
- Prepare name badges.
- Prepare any necessary signage.
- Prepare materials/collateral to be shipped to event location.
- Set up on site.
- Tear down site.
- Event follow up and thank you's to special guests, volunteers, etc...
- Debrief and evaluate event with team members.
- Clip and/or save any news coverage you may receive.

### **DETERMINE WHAT VENDORS YOU WILL NEED TO WORK WITH. THESE COULD INCLUDE, BUT ARE CERTAINLY NOT LIMITED TO:**

- Caterers
- Entertainers
- Florists
- Photographers
- Printers
- Registration assistants
- Audio-visual suppliers
- Security, if necessary

Determine if you need any special licenses or permits to host your event. This could be anything from arranging fees and permission for using recorded music to arranging to have sections of a major street blocked off for traffic control. Do you need catering and liquor licensing?

Public relations. How do you plan to publicize your event? Will you send out an event notice to the media? Are you going to the local card shop to get pre-printed invitations? Do you need to develop a promotional brochure to be mailed to thousands of potential attendees? Most importantly, be flexible. Realize from the start that not everything will go as planned. But in many cases, you will be the only one to know that.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## TRADESHOW BOOTHS

A tradeshow/exhibitor booth at a fair or conference where your target audience will be is an excellent way to personally connect with your target audience to promote and/or create awareness of your product, service, event and/or idea.

Since the chance to grab a potential customer's attention passes quickly for an exhibitor (three seconds is all you get), the right booth design is critical. In addition, an exhibitor's return on investment is dependent upon the booth's effectiveness.

### **EXHIBITS CAN BE UTILIZED TO INTRODUCE NEW PRODUCTS, INTRODUCE OR REINFORCE A BRAND, OR GENERATE RECOGNITION OF AN ESTABLISHED PRODUCT OR SERVICE. HERE ARE SOME TIPS FOR GETTING THE MOST OUT OF YOUR TRADESHOW BOOTH:**

- Develop a realistic budget for your exhibit that allocates money where it is needed.
- Design the booth so visitors can navigate easily without feeling crowded. Keep the atmosphere intimate but open, and remove any barriers between yourself and your audience.
- Keep the message simple, don't overload visitors with information.
- Have a clear goal, and make it specific. Don't try to accomplish too much. Make your goals measurable in order to gauge the exhibit's effectiveness after the show. Use signs and graphics to focus visitors' attention on your message.
- Use demonstrations and/or interactive activities to engage visitors to your booth. Be sure they tie in with your message and brand.
- Address the needs of the target audience.
- Consider offering a giveaway or promotional product that conveys your message in a way that ties in with the exhibit's theme.
- Think integrated marketing; promote your exhibit through your promotional vehicles such as the web, newsletters, email, etc...
- Have brochures, flyers or other materials available for distribution so that visitors know where to go for more information about your product or service



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **USING A WEBSITE EFFECTIVELY**

Having a website for your Active Community is an invaluable tool for getting the word out about all facets of your program. Good sites get attention – and attention is what will raise awareness about your local ACI. To mobilize people, an organization must get the word out quickly and provide people with convenient tools for responding. Because it's so easy to update a website and have the vital details available instantaneously, the web is a perfect way to encourage people to participate in your events and get active.

Below is a list of the some of the pages you may wish to consider on your website.

**Home Page.** This is usually an overview of what your organization does, where it is and who is involved. It will house the Active Communities logo and tagline and could possibly have the latest information on the initiatives listed. The home page is the first page that visitors to your site will see, so it is important to make it distinctive and engaging so that visitors want to view the rest of your site. Your web designer will help you with page layouts, but the content will be up to you.

**About Page.** This is where you get to go into detail about your ACI, how it got started, how it benefits the community, etc... This is also where you can link to info about the spokespeople and those who are involved in your community's initiatives. It is common to have a link to the "contact" page in this section as well. This could be a good spot to talk about volunteer recruitment – if that is something your initiatives includes. Just supply a link that says something like, "Click here to see how you can become involved in your Active Community."

**Resource Link or Reference Page.** Your Active Communities website could link people to different articles on initiatives and related studies. This is where you can show your community the hard facts about why they should become more active or why they should become more involved in promoting an Active Community.

**In the News Page.** This page should include any news releases you have sent to the media in addition to any coverage you have received.

**Contact Us.** This page should be easy to find and use. The most user friendly way is to have your address, phone number, fax number and email listed. The email on this page is usually an "info@yourwebsite.com" type of general email with the ability to just click on the email to start writing.

Design of the website should adhere to the branding styles set out by the Active Communities at:  
[www.activecommunities.bc.ca](http://www.activecommunities.bc.ca)





## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# WEB 2.0

Web 2.0 is a phrase that was coined in 2004 that refers to the second-generation of Internet-based services such as social networking sites, wikis and other communication tools that let people collaborate and share information in previously unavailable ways. Technology now allows individuals, groups, companies and organizations access to software, programs and other tools that provide the opportunity to reach out over the Internet.

The technology advances have provided a platform for communication, and on a global level, people have embraced this opportunity to reach out, to collaborate, to speak and to listen. Web 2.0 is set to change the way the world works, as more and more people have the technology that allows them to connect with others around the world.

### DEFINITIONS

**Blog** - The term “blog” is a contraction of “web log.” Blog can also be used as a verb, meaning to maintain or add content to a blog. A blog is a website (or a component of a website) where entries are made in journal style and displayed in reverse chronological order.

Blogs often provide commentary or news within a community of interest such as food, politics, or local news. Some blogs function as more personal online diaries. They are most often written by individuals, but attract others to post their thoughts in response to the blogger’s ideas and opinions, creating interaction and discussion. Blogs may have few readers or they may have hundreds, thousands or – for the “A” list blogs – millions of readers. An effective blog encourages dialog with other bloggers and readers. They will combine text, images, and links to other blogs, web pages, and other media related to its topic. Blogs are normally used as an external communication tool, allowing the general public to access and respond to your blog.

Example of Usage: Individuals are the driving force behind a blog. However, that doesn’t mean that organizations can’t use blogs as a part of their communications toolkit. Blogs are being used to effectively put forward new ideas and ask for community response, to discuss changes and trends related to their initiatives and to connect with their community in an open and honest manner. Blogs are a two-way street and can help provide information as well as receive straightforward and honest feedback. Blogs open conversations.

**Forums** - An Internet forum is a facility on the Web for holding discussions. Internet forums are also commonly referred to as web forums, message boards, discussion boards, discussion forums, discussion groups and bulletin boards. Forums can be used both internally and externally.

A sense of virtual community often develops around forums that have regular users. Technology, computer games, and politics are popular areas for forum themes, but there are forums for a large number of different topics. Forums have been around for a long time. A blog can actually be viewed as a class of forum with a single moderator and topic author. Forums are great for technical support and frequently asked questions.

Example of Usage: Forums are often used to facilitate communications between members of an online community. The independent music scene jumped on this bandwagon early and created opportunities for like-minded music fans to chat, discuss and debate as a part of a loosely created group. Often forums are the first step in connecting both local and geographically diverse individuals with similar interests. The second step is bringing them together in-person at an event or activity that involves their interest.



*Continued:*  
**WEB 2.0**

**Podcasts (audio)** - The name podcast is misleading; it has nothing to do with Apple's iPod. A podcast is an audio file distributed over the Internet using similar syndication feeds as blogs. They are available for download, comment and review. A great podcast is informational, educational and interesting. It is not a commercial.

A podcast is distinguished from other digital audio formats by its ability to be downloaded automatically using software capable of reading feeds like RSS or Atom. The term podcast, like "radio", can mean both the content and the method of delivery. Unlike radio, a podcast is on demand or time-shifted. The listener does not need to tune in at a specific time and they may listen to the content off-line via an MP3.

Example of Usage: Podcasts have recently gained widespread popularity in the educational realm as well as in business. Students often record lectures and provide them for friends who missed that class or use the podcast to study.

Using a podcast allows for one-on-one communication at the listener's convenience – while providing the podcaster with the ability to reach a large group of people. Other opportunities to use podcasts include lectures, "how to" information and interviews.

**Vodcasts (video):** Vodcasts are similar to podcasts but supply video rather than audio alone. The term is a natural evolution moving from the audio-based podcast. Vodcasts provide the opportunity to use audio and video to communicate to a large audience in a time-shifted manner. Vodcasts are a positive opportunity to create a connection with an audience using visuals.

Example of Usage: Many companies have been creating corporate videos for years. Vodcasts provide the opportunity to share this information via the Web or on DVDs. Vodcasts could include training sessions, lectures, presentations or – depending on the objective – events, activities and other initiatives.

**Vlogs (video logs)** - Vlogs are a casual video diary. A vlog can provide a personal visual glimpse into the life of a person working for a business or organization or it can provide a daily update of a project that feels like face-to-face communication. Like a blog, a vlog also asks for feedback and input and creates a collaborative environment.

Example of Usage: Vlogs have become more and more popular as the online population grows and demands more visuals. A participant in an active community event might put a vlog up about their part in the event. Often this is done without the input of the organizer and it can appear on YouTube or MySpace. If it is a positive, fun focused vlog, it can be a great promotional opportunity. An online testimonial of sorts.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## PARTNERSHIPS

Strategic partnerships are mutually beneficial relationships with other organizations or businesses. The right partnerships can add great value to your events, initiatives and your ACIs in general.

A partnership is a voluntary collaborative agreement between two or more parties in which all participants agree to work together to achieve a common purpose. In a partnership the participants undertake a specific task and share risks, responsibilities, resources, skill sets and benefits.

Meaningful partnerships help to create the foundation for success. Each partner brings something to the table that contributes to a successful outcome. For example, you may partner with your community newspaper for an event. The newspaper gets positive PR by supporting an Active Communities event and your event receives free advertising to help promote it.

Another opportunity for a strategic partnership would be to work with a local restaurant that serves healthy meals. At an event, the restaurant could provide samples of their food, potentially gaining new customers and the event attendees get to taste some great food that is good for them.

### **IN ORDER TO EFFECTIVELY OPEN THE CONVERSATION WITH A BUSINESS OR ORGANIZATION ABOUT A POTENTIAL PARTNERSHIP, YOU COULD:**

- Draft an introduction email that outlines what's in it for them.
- Call and introduce yourself and ask for a meeting.
- Be ready to provide the details of the event or initiative.
- Be open to their ideas for what they could provide.

As soon as you have come to terms, draw up a letter of agreement and send it to your potential partner. Even if you have a long-term relationship with this person or company, put your agreement in writing so that nothing is misunderstood or forgotten.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# SPONSORSHIPS

Encouraging businesses to sponsor your event, fundraiser or activity can be mutually beneficial. Sponsorships are usually financial. The sponsor often receives acknowledgement on all promotional materials, a link from your website, often the opportunity to speak at the event, and even have their business name in the name of the event.

In approaching sponsors, it is suggested to start off with a letter to the business or person you wish to approach, explaining the nature of your request and be sure to be clear about what you are asking for. You can find contact information for most businesses by having a look at their websites or a quick telephone call to the business asking who is in charge of such requests and asking for their email address.

It's important to follow up on your initial outreach to sponsors, especially if you are emailing them. It is suggested to try one follow up email and if you still don't garner a response, pick up the phone and give them a call.

If you find that some potential sponsors aren't prepared to donate money or products to an event or initiative, try asking for what they would be prepared to donate. You might get more volunteers, or something you weren't even thinking of in the end.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## SPEAKING ENGAGEMENTS

An important component of public relations for your ACI could involve speaking engagements. Having a spokesperson who is well versed on your initiatives and the community speak at events such as Chamber of Commerce luncheons, local business events, events where parents would be meeting, etc. will positively raise awareness of your ACI in your area.

Develop a database listing appropriate events (where your target audience will be) and event organizers in charge of booking speakers and panel members for specific industry events. Ensure the speaker is well versed in the presentation and ready to speak before reaching out to event organizers; you may get a “yes” back quicker than you think. Send a speaking package to those people and follow up with them. Then knock ‘em dead!

**A SPEAKING PACKAGE SHOULD BE DEVELOPED TO ASSIST IN OBTAINING SPEAKING OPPORTUNITIES AND MAY INCLUDE THE FOLLOWING:**

- Bio of the speaker.
- Backgrounder of your local Active Community.
- Speaking experience document (a short outline of the speaker’s experience).
- Topic outline (three potential speaking topics) that the audience will be interested in.
- What the audience will get from attending the speaker’s session (e.g. information, inspiration, etc...).



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# WORKSHOPS

Holding workshops to share your expertise is a great way to involve your community in your ACIs. Bringing in fitness specialists, nutritionists, active transportation advocates or local citizens who have adopted a healthier more active lifestyle to share tips and advice can be done at workshops and are great ways to illustrate the benefit of your organization's initiatives.

Workshops can show your community how to be more physically active. For example, having a local bicycle shop hold a workshop on tuning up bikes and being safe while cycling helps to promote your ACIs. (This is also an example of a great partnership.)

It's important to give yourself lots of time to promote the workshop to ensure that you have a lot of people signed up. Make sure to promote the workshop right on your Active Communities website and the provincial Active Communities website events calendar and have a link or form where people can sign up right then and there while they are browsing. Also make sure your contact information regarding sign up is very clear and visible on all promotional materials.

The better turnout you have the lower the cost of the workshop. Be careful if you are running the workshop for free, however. Free workshops usually mean less people than expected will show up. This is because there is nothing to lose by NOT going.

Returning to the local bike shop example, the business will probably be willing to donate the time and information while getting the name of their shop on promotional material, linked to your website and within any media coverage you generate for the workshop. If you find you have to charge for a workshop, be sure to research what other communities, businesses or organizations have charged for similar offerings and be sure to cover your costs.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MARKETING COMMUNICATION GUIDELINES & PROTOCOL

By linking your initiative back to the provincial program, you provide your community initiative with a strong sense of credibility. You are also contributing to awareness of the program, assisting the Province in advancing the goal of increasing physical activity levels by 20% by 2010 and creating healthy communities. Below is a suggested paragraph (called a boilerplate) to be included at the bottom of your news releases and other communication materials.

### **BOILERPLATE EXAMPLE #1 (FOR THE BOTTOM OF YOUR NEWS RELEASE)**

[insert name of your registered Active Community] is proud to be a participant in the provincial Active Communities Initiative, a cross-sectoral initiative focused on supporting communities to increase physical activity levels of British Columbians by 20% by the year 2010. Active Communities is delivered by BC Recreation and Parks Association with funding from ActNow BC and in partnership with 2010 Legacies Now. Visit [insert your website address] or call [insert contact number] for more information about [insert name of your Active Communities project or event] or visit [www.activecommunities.bc.ca](http://www.activecommunities.bc.ca) for general information about the Active Communities Initiative or becoming a registered Active Community.

### **BOILERPLATE (FOR USE WHEN SPACE IS LIMITED) EXAMPLE #2**

[Name of municipality] is a proud registered Active Community, committed to encouraging healthy, active lifestyles. The Active Communities Initiative is delivered by BC Recreation and Parks Association with funding from the Provincial Government through ActNow BC and implemented in partnership with 2010 Legacies Now.

OR

[Name of initiative] is a part of the provincial Active Communities Initiative, committed to creating healthy, active lifestyles. The Active Communities Initiative is delivered by BC Recreation and Parks Association with funding from the Provincial Government through ActNow BC and implemented in partnership with 2010 Legacies Now.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **LOGO USE & GUIDELINES**

We encourage all registered communities to use the Active Communities logo and tagline to strengthen logo recognition and awareness; however, adaptations to the logo and/or tagline beyond customizing the logo with your community name (done by BCRPA upon request) are not permitted. BCRPA wants to support all communities with their communications strategies and branding while still ensuring consistency in how the Active Communities brand is conveyed. For this reason, they are asking that the Active Communities logo and tagline not be altered.

### **CUSTOMIZED ACTIVE COMMUNITIES LOGO**

Please note that registered Active Communities can have an Active Communities logo customized with their community name. To request a customized logo please phone 604-629-0965 or email [activecommunities@bcrpa.bc.ca](mailto:activecommunities@bcrpa.bc.ca).

### **PRIMARY LOGO**

The Active Communities logo is suggestive of activity and community. The Active Communities logo also represents the mixed demographics of BC communities, inhabited by people of diverse nationalities, ages, genders and activity levels.

The primary logo should appear in one of the following formats on all internal and external communications. These logo guidelines ensure the logos are presented in an appropriate and consistent manner whenever they are used. All logo files must be obtained from the ACI. No attempt should be made to recreate any logo file.

#### **Minimum Size - Print**

To preserve legibility of type, the Active Communities logo should never appear at a size where the width of the logo is less than 1.25" (3.17cm).

#### **Minimum Size - Web**

For web use, the logo should never be viewed at less than 145 x 87 pixels.

#### **Full Colour**

The three-colour logo should be used wherever possible. Please refer to Colour Palette for colour specifications.



#### **Reversed Logo**

The one colour reversed logo should be used whenever the logo appears on a coloured background with a value greater than 50% grey.



#### **One Colour**

The one colour logo (shown here in black) should be used whenever use of the three-colour version is not possible.







*Continued:*  
**LOGO USE & GUIDELINES**

**LOGO WITH TAGLINE**

The 'logo with tagline' version has been developed for use on any internal or external collateral that needs to include the tagline. These logo guidelines are intended to provide guidance for the application of logo variations and to ensure they are presented in an appropriate and consistent manner whenever they are used. All logo files must be obtained from the ACI. No attempt should be made to recreate any logo file.

**Minimum Size - Print**

To preserve legibility of type, the Active Communities logo should never appear at a size where the width of the logo is less than 1.25" (3.17cm).

**Minimum Size - Web**

For web use, the logo should never be viewed at less than 145 x 87 pixels.

**Full Colour**

The three-colour logo should be used wherever possible. Please refer to Colour Palette for colour specifications.



**Reversed Logo**

The one colour reversed logo should be used whenever the logo appears on a coloured background with a value greater than 50% grey.



**One Colour**

The one colour logo (shown here in black) should be used whenever use of the three-colour version is not possible.





*Continued:*

**LOGO USE & GUIDELINES**

**LOGO WITH TAGLINE & CITY NAME**

The look and placement of city names must follow the following logo guidelines to ensure they are portrayed in a clear and consistent manner whenever used. No attempt should be made to recreate a logo with a city name attached. The logo can be used with or without the tagline, at the discretion of each community.

To order a logo with a city name, please call 604.629.0965 or email [activecommunities@bcrpa.bc.ca](mailto:activecommunities@bcrpa.bc.ca).

**Minimum Size - Print**

To preserve legibility of type, the Active Communities logo should never appear at a size where the width of the logo is less than 1.25" (3.17cm).

**Minimum Size - Web**

For web use, the logo should never be viewed at less than 145 x 87 pixels.

**Full Colour**

The three-colour logo should be used wherever possible. Please refer to Colour Palette for colour specifications.



**Reversed Logo**

The one colour reversed logo should be used whenever the logo appears on a coloured background with a value greater than 50% grey.



**One Colour**

The one colour logo (shown here in black) should be used whenever use of the three-colour version is not possible.





*Continued:*

## LOGO USE & GUIDELINES

### LOGO PROTECTIVE SPACE

It is important to maintain adequate protective space around the Active Communities logo. This ensures the logo maintains its legibility and integrity, and is not crowded by other design elements.

The protective space around the logo should equal 1/2 the cap-height of the word "ACTIVE." This distance is required around the logo on all sides. This applies to both positioning around other printed elements as well as from printed or trimmed edges.

### UNACCEPTABLE LOGO APPLICATIONS

- Never alter the colour palette of the logo.
- Never stretch, tilt, angle, skew or distort the logo.
- Never place the logo on busy or cluttered images.
- Never place the three colour logo on coloured backgrounds.
- Never alter the arrangement or scale of elements.
- Never change the font or arrangement of type.

### LOGO SYMBOL

- The logo symbol can be used independent of the logo wordmark as a design element in Active Communities communications material.
- The symbol can be cropped, screened, or shown in any of the colour combinations of the Active Communities logo colour palette.
- Colours in the symbol can be switched with the background colour to allow the logo symbol to be placed over one of the logo colours.
- The logo symbol can be cropped and used as a design element.
- The logo symbol can be screened out of a solid colour.

### APPROVAL OF LOGO USE

Active Communities Logo – When using the Active Communities logo in accordance with the aforementioned guidelines, it is not necessary to send materials in for approval.

ActNow BC and 2010 Legacies Now Logo Usage – Usage of the ActNow BC and 2010 Legacies Now logos are encouraged to bridge community initiatives with the broader provincial programs. Use of the ActNow BC or 2010 Legacies Now logos must be approved by their respective organizations and used in accordance with their brand guidelines.

2010 Legacies Now – To obtain the appropriate 2010 Legacies Now logo, please complete the Logo Usage Request form and submit it to [marketing@2010LegaciesNow.com](mailto:marketing@2010LegaciesNow.com). 2010 Legacies Now will respond to your request within two business days. If you have any questions please contact [marketing@2010LegaciesNow.com](mailto:marketing@2010LegaciesNow.com).

2010 Legacies Now Logo Request Form – 2010 is a registered trademark of VANOC and the IOC, because of the 2010 designation in our name, 2010 Legacies Now works under strict logo guidelines limiting our associations with non-Olympic sponsors. Supplying BCRPA with the following information will help us provide you with the correct logo application.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# 2010 LEGACIES NOW LOGO REQUEST FORM

Community Name	
Contact Name	
E-mail	
Phone Number	
Event Name (if applicable)	
Event Date (if applicable)	
Date logo requested	

**1. Do you request a Colour Logo or Black and White (please circle all applicable)**



Colour (black background)



Colour (white background)



Black



White (black/dark background)

**2. Do you have a preferred format for the logo?**  Y or  N

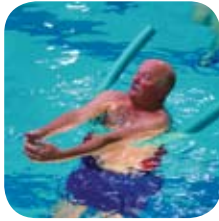
If Yes, would you prefer .jpg or .eps? (please circle)

**3. What type of Media will you associate the logo with?**

Select all that apply:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Poster                          | <input type="checkbox"/> Web Site                                   | <input type="checkbox"/> Banner                 |
| <input type="checkbox"/> Direct e-mailing                | <input type="checkbox"/> Cinema                                     | <input type="checkbox"/> Free-standing insert   |
| <input type="checkbox"/> Direct Mailing                  | <input type="checkbox"/> Outdoor advertising (billboard, flag, etc) | <input type="checkbox"/> Internet Video         |
| <input type="checkbox"/> Press Materials (Press Release) | <input type="checkbox"/> Point of Sale Material                     | <input type="checkbox"/> Stationary/ Letterhead |
| <input type="checkbox"/> Brochure/Pamphlet               | <input type="checkbox"/> Program Ad                                 | <input type="checkbox"/> Video                  |
| <input type="checkbox"/> TV Advertising                  | <input type="checkbox"/> Print Advertising                          | <input type="checkbox"/> Other:                 |

**4. Does your program have any other sponsors?**  Y or  N



*Continued:*  
**2010 LEGACIES NOW LOGO REQUEST FORM**

**5. (a) If you answered yes to the previous question please list sponsors here:**

- |          |           |
|----------|-----------|
| 1) _____ | 2) _____  |
| 3) _____ | 4) _____  |
| 5) _____ | 6) _____  |
| 7) _____ | 8) _____  |
| 9) _____ | 10) _____ |

**5. (b) If any of the previously mentioned sponsors are playing a role in the specific program and will appear on the same materials along with the 2010 Legacies Now logo list here:**

- |          |          |
|----------|----------|
| 1) _____ | 2) _____ |
| 3) _____ | 4) _____ |
| 5) _____ | 6) _____ |

*\*Please Note\**

*All use of the logos will need prior written approval from 2010 Legacies Now. Final proofs of program materials must be provided to 2010 Legacies Now prior to production, from all organizations.*

<b>Internal Use Only</b>
Logo Sent: _____ Version: _____
Date Logo Sent: _____
Date of Final Approval: _____



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## ACTNOW BC

To obtain the ActNow BC logo, please email: [activecommunities@bcrpa.bc.ca](mailto:activecommunities@bcrpa.bc.ca).

To obtain approvals on logo usage, please forward materials to: [activecommunities@bcrpa.bc.ca](mailto:activecommunities@bcrpa.bc.ca). Your materials will then be forwarded to ActNow BC. Please allow 1 - 2 weeks for approval.

**TO ACKNOWLEDGE 2010 LEGACIES NOW AND ACTNOW BC IN WRITTEN FORM, WE SUGGEST INCLUDING THE FOLLOWING INFORMATION ON YOUR MATERIAL:**

[Name of municipality] is a proud registered Active Community, committed to creating healthy, active lifestyles. Active Communities Initiative is delivered by BC Recreation and Parks Association with funding from the Provincial Government through ActNow BC and implemented in partnership with 2010 Legacies Now.

OR

[Name of initiative] is a part of the provincial Active Communities Initiative, committed to creating healthy, active lifestyles. The Active Communities Initiative is delivered by BC Recreation and Parks Association with funding from the Provincial Government through ActNow BC and implemented in partnership with 2010 Legacies Now.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MARKETING CHECKLIST

**AS YOU FORMULATE YOUR MARKETING PLAN, ALWAYS CHECK TO MAKE SURE YOU ARE ON TRACK. BELOW ARE QUESTIONS TO ASK YOURSELF AS YOU START, WHEN YOU GET TO THE END AND EVEN AS YOU MOVE FORWARD TO PUT YOUR PLAN INTO ACTION:**

- What is the message, what is the action?
- What is the benefit?
- Who is the target audience?
- What is the position relative to competition?
- What barriers exist to getting to your target audience?
- How will you communicate with your customer?
- How will you measure response?
- Do you have the resources to support the plan?



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **ACI MARKETING SUCCESS STORIES**

Throughout the province, many communities are implementing successful ACIs on a minimal budget and are sharing their successes to offer you creative marketing ideas. To view these success stories, visit [www.activecommunities.bc.ca](http://www.activecommunities.bc.ca) and download “Communities in Action for a Healthy BC.”

If you have a success story to share, we’d love to hear from you. This will give others ideas and help everyone reach the ACI’s goals.

### **A. INITIATIVE INFORMATION**

1. Name of Initiative:
2. Target Population:
3. Location Served:
4. Name of Leader and Organization:

### **B. INITIATIVE SUMMARY**

1. Briefly describe the initiative:
2. What were the main objectives of the program?
3. Please list the key successes:

### **C. IMPLEMENTATION**

1. Were any partnerships developed or strengthened as part of the initiative (# of partners, names of partner organizations)?
2. How long did it take to plan and implement the initiative?

### **D. CHALLENGES**

1. What challenges were faced while developing and implementing this initiative?
2. How were the challenges overcome?

### **E. EVALUATION / RESULTS**

1. List the desired outcomes achieved:
2. How did you evaluate the initiative’s success?
3. How did you share the results with your community and stakeholders?

### **F. OTHER CONSIDERATIONS**

1. Please provide any additional information that should be taken into consideration when planning such an initiative (e.g. stories to share, staff time, financial implications, what worked, what didn’t work).

### **G. CONTACT INFORMATION**

1. Name:
2. Organization:
3. Telephone:
4. Email:

Please note that this information may be profiled as a program success on the Active Communities website. By submitting the information, you are consenting to its use by the British Columbia Recreation and Parks Association and giving permission to share it with other interested parties.

Please return to: Program Coordinator, Active Communities  
[activecommunities@bcrrpa.bc.ca](mailto:activecommunities@bcrrpa.bc.ca), ph. 604-629-0965 fax. 604-629-2651





HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MARKETING LINKS

**ABOUT.COM: MARKETING:**

<http://marketing.about.com>

**ACTIVE COMMUNITIES:**

[www.activecommunities.bc.ca](http://www.activecommunities.bc.ca)

**ACTIVITALK LISTSERV:**

[http://cache.active2010.ca/index.cfm?fa=english\\_leaders\\_listserv.listserv](http://cache.active2010.ca/index.cfm?fa=english_leaders_listserv.listserv)

We encourage all registered Active Communities team members to join the Activitalk Listserv. There are a number of national health related websites, but any articles or references they have to physical activity are picked up by the Activitalk monitoring services and appear on the Activitalk bulletins.

**ACTNOW BC:**

[www.actnowbc.gov.bc.ca](http://www.actnowbc.gov.bc.ca)

**MARKETING FOR NON-PROFITS BLOG:**

[www.writing911.com/blog](http://www.writing911.com/blog)

**AMERICAN MARKETING ASSOCIATION:**

[www.marketingpower.com](http://www.marketingpower.com)

**MARKETING MAGAZINE:**

[www.marketingmag.ca](http://www.marketingmag.ca)

**CANADIAN MARKETING ASSOCIATION:**

[www.the-cma.org](http://www.the-cma.org)

**STRATEGY MAGAZINE**

[www.strategymag.com](http://www.strategymag.com)

**IEG SPONSORSHIPS**

[www.sponsorship.com](http://www.sponsorship.com)



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **MARKETING MISTAKES TO AVOID**

### **NOT MARKETING TO A DEFINED GROUP**

Find your target audience and gear your marketing plan to that audience. Trying to appeal to everyone typically does not work.

### **INCONSISTENCY IN YOUR MARKETING EFFORTS**

You need to have the same look and feel across all of your ads, promotions and overall marketing plan.

### **LACK OF DIVERSIFICATION**

Marketing on television, in print or on the Internet alone will reach only a portion of your potential customers. Plan to market creatively through a cross-section of areas so that your public becomes familiar with your Active Community brand and your services or initiatives.

### **STARTING TOO LATE**

Time your marketing campaigns to coincide with new initiatives, special times of the year, i.e. the first day of summer, an upcoming event that will engage your community, etc. This typically means preparing well in advance.

### **NOT HAVING A CLEAR MARKETING MESSAGE**

Marketing messages that are contrived, confusing, too subtle or too long can easily miss the target market entirely. The most ingenious marketing plan is wasted if no one gets it.

### **FORGETTING THAT SLOW AND STEADY WINS THE RACE**

If you blow your entire marketing budget on a Super Bowl ad for example, then what can you do next? Marketing means building a reputation over time through ongoing exposure.

### **NOT GETTING FEEDBACK**

Test your marketing ideas and do focus groups. Don't launch it without getting some feedback first.

### **MAKING A CHANGE FOR THE SAKE OF IT**

Just because you are tired of your marketing plan doesn't mean it isn't working. Too many marketers make changes because they think they have to. Often a tried and true formula will keep working.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## TEMPLATES & EXAMPLES

This section has been developed to help you easily prepare documents to help you with your marketing and PR needs.





## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: MARKETING COMMUNICATIONS TEMPLATE

### BACKGROUND

A brief overview of what you know about the current state and where you are starting from.

### SWOT / PEST ANALYSIS

What are your Strengths, Weaknesses, Opportunities, Threats?

What are the major positive or negative macroenvironment factors that will impact the success or failure of the initiative or organization: Political, Economic, Social and Technological?

Competition – who is the competition and what are their strengths and weaknesses?

### OBJECTIVES

What 3-5 objectives do you want to achieve or what action do you want audiences to take?

### TARGET AUDIENCES

Groups of people that have a vested interest, would benefit from knowing, or you require their support and or understanding.

### KEY MESSAGES

What are 3-5 succinct statements that will be used repeatedly in your communication? They are the positioning statements that you want your audiences to know/remember.

### STRATEGIES

The initiatives or actions that will be used to support your objectives in communicating with audiences identified.

#### CONSIDER YOUR MARKETING MIX - PRODUCT, PLACE, PRICE AND PROMOTION:

Product: What product are you offering? What are the features and benefits?

Place: How conveniently located is your product for your audience?

Price: How will you price your product, service and/or event?

Promotion: Where will you communicate key messages to reach your target audience?

*Note: Remember to refer to the Active Communities style guide to keep the image, tone, look and feel consistent.*

### ACTION PLAN

A chart or list of the actions to be taken, who's responsible for ensuring they're implemented and the targeted completion date for each item.

### COLLATERAL MATERIALS

A list of materials that will be produced or used to implement the strategies and actions.

### RESOURCES

The resources, both human and financial, required to implement the plan.

### EVALUATION

The measures that will be used to gauge the success of the plan.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## ADVERTISING TEMPLATE



Participate in your local  
Active Community and...

- Have *fun*
- Get *healthy*
- Meet *new people*
- Build a *safe*  
*community* for you  
and your family!

**GET INVOLVED IN YOUR  
ACTIVE COMMUNITY!**

*"Make every move a good move with Active Communities  
and lead a healthier lifestyle." ~ Minister Gordon Hogg*



ActNowBC



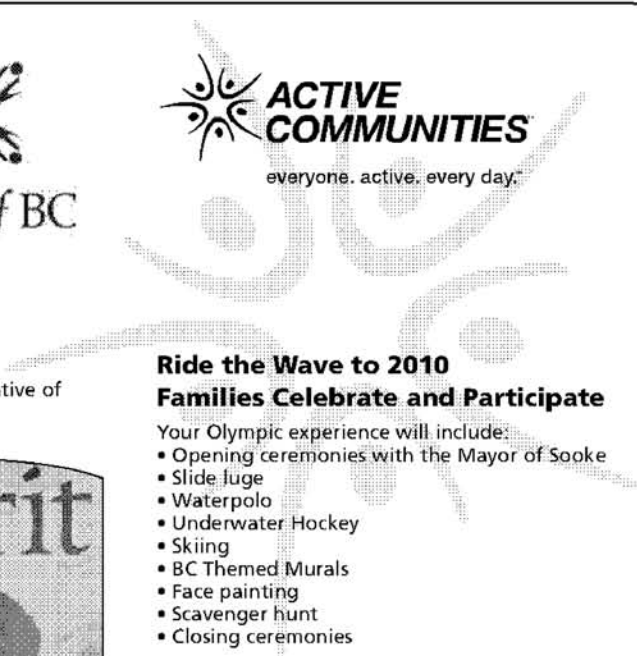
Find out what's happening in your community today!


Email [events@bcrpa.bc.ca](mailto:events@bcrpa.bc.ca)

To register as an Active Community, visit  
[www.activecommunities.bc.ca](http://www.activecommunities.bc.ca)




# HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: ADVERTISING EXAMPLE






**Spirit of BC**



everyone. active. every day.™

Spirit of BC week an initiative of 2010 legacies Now.



**Ride the Wave to 2010 Families Celebrate and Participate**





Your Olympic experience will include:

- Opening ceremonies with the Mayor of Sooke
- Slide luge
- Waterpolo
- Underwater Hockey
- Skiing
- BC Themed Murals
- Face painting
- Scavenger hunt
- Closing ceremonies

**FREE Event**  
SEAPARC Leisure Complex  
**Saturday, February 9th**  
**1:00-4:00pm**  
**642-8000**

*"Make every move a good move with Active Communities and lead a healthier lifestyle." ~ Minister Gordon Hogg*


BCRPA through Active Communities supports Spirit of BC Week  
[www.activecommunities.bc.ca](http://www.activecommunities.bc.ca)




HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

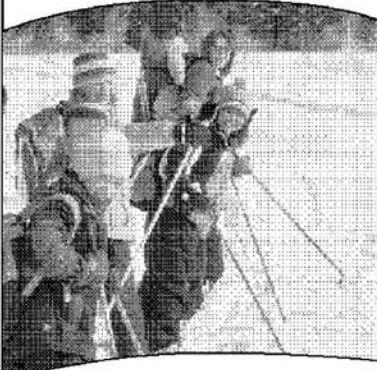
## ADVERTISING EXAMPLE



Spirit of BC



**ACTIVE  
COMMUNITIES™**  
everyone. active. every day.™



***The District of Wells invites you to get involved!***

Wells FREE Ski Scavenger Hunt  
**February 15th 1:00pm**

Wells Meadows Trails  
(meet at Wells Community Hall)


Author and Botanist, Chris Czajkowski of Nuk Tesli Lake will give a slide presentation of the Chilcotin wilderness.

**February 16th 7pm**  
Banquet Room, Community Hall

For more information please contact: Carol McGregor,  
marketing@wellsbc.com, 994-3330

*"Make every move a good move with Active Communities and lead a healthier lifestyle." ~ Minister Gordon Hogg*


BCRPA through Active Communities supports Spirit of BC Week  
[www.activecommunities.bc.ca](http://www.activecommunities.bc.ca)




BRITISH COLUMBIA  
The Best Place on Earth

ActNowBC

2010 LEGACIES NOW.





BCRPA  
BC RECREATION AND PARKS ASSOCIATION





## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **NEWS RELEASE TEMPLATE**

*(note: you can insert your tailored ACI logo in the top right corner)*

**For Immediate Release**

**Date XX, 2008**

### **Insert Headline Here**

Your headline should capture the essence of your news to give media an idea of the information to follow in the news release.

Municipality, BC Month Day, Year (use date of release to media) – Opening paragraph: should contain who, what, when, where, why to briefly summarize the key elements of your news. (fill in the blanks in this sentence: People/organization doing something for a reason.)

Remainder of release body text: should include any relevant information to your community initiative and your specific event. Include benefits, why your event is unique. Also include quotes from stakeholders (staff members, volunteers, members of the public benefiting). Supporting quote: use a quote in your second or third paragraph to support your news and to convey some key messages. The person quoted should be a leader or expert on the topic.

The following paragraphs should provide important supporting information. Your news release should be one to two pages; no longer. Sometimes a second quote can be used to convey additional key messages or to incorporate a second person's perspective.

#### **About [organization]**

Insert mission or brief description of organization

#### **About Active Communities**

The Active Communities Initiative is a cross-sectoral Initiative focused on supporting communities to increase physical activity levels of British Columbians by 20% by the year 2010. For more information, visit [www.activecommunities.bc.ca](http://www.activecommunities.bc.ca).

#### **About BCRPA**

The British Columbia Recreation and Parks Association (BCRPA) is the implementation partner for the Active Communities Initiative. It is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. For more information, visit [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca).

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signals to the reader the end of news release

#### **Media Contact**

[Name]

[Position]

[Organization]

[Phone number]

[Email Address]



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# NEWS RELEASE EXAMPLE

For Immediate Release

July 6, 2006

### **Active Comox Valley Invites You (And Your Dog!) On An Evening Stroll**

Comox Valley, B.C. - Active Comox Valley (ACV) would like to invite people of all ages and their four-legged friends to a free guided walk on Wednesday, July 12th, from 6:30 p.m. to 7:30 p.m. Come discover 'Urban Nature' with Jessie Scott, and take an evening summer stroll through the Valley View Greenway.

The group will gather at 6:15 p.m. at the south end of Glen Urquhart Dr, where there is lots of room for parking and an entrance way to the park.

Your well-mannered and leashed canine friends are also welcome! There are bag dispensers conveniently located along the trail to help you clean up after your dog. The Valley View Greenway is the perfect place to walk with your pooch—and walk off stress in a healthy social setting!

The Valley View Greenway is a leisurely and level two km cinder trail-loop, which provides access to the tranquil natural meadow in the 25-acre Hurford Nature Park. The trail offers breathtaking views of the Comox Glacier and meanders onto bridgeways over Mallard Stream. Guide Jessie Scott will provide lively commentary and fascinating facts on local vegetation and animal life.

Our last free guided walk on June 24th at Nymph Falls Park saw a turnout of over 40 nature and activity enthusiasts! Free guides to both Nymph Falls Park and the Valley View Greenway can be found in the '12 Great Places' map handout, which is published by Active Comox Valley and available at your neighbourhood recreation centre.

#### **Get on board - your body will thank you!**

Active Comox Valley is part of a provincial initiative to promote healthy lifestyles and community spirit through physical activity. Our goal is to increase the rate of physical activity by 20% by 2010. For more details on the walks, please call Susan at 334-2527 or Raegan at 338-1000, or visit [www.activecommunities.bc.ca](http://www.activecommunities.bc.ca).

#### **About Active Communities**

The Active Communities Initiative is a cross-sectoral Initiative focused on supporting communities to increase physical activity levels of British Columbians by 20% by the year 2010. For more information, visit [www.activecommunities.bc.ca](http://www.activecommunities.bc.ca).

#### **About BCRPA**

The British Columbia Recreation and Parks Association (BCRPA) is the implementation partner for the Active Communities Initiative. It is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. For more information, visit [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca).

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**Media Contact:** Anya MacLeod, Active Comox Valley.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# SPECIAL EVENT NEWS RELEASE TEMPLATE

Spirit of BC Week - Active Event

[custom ACI logo]

**For Immediate Release**

[Date XX], 2008

## [Insert Headline Here]

*[Your headline should capture the essence of your news to give media an idea of the information to follow in the news release.]*

[Municipality, BC Month Day, 2008 (use date of release to media)] – Organizers [or specific name of committee/organization] [are/is] gearing up to get [target population: families/seniors/students/entire community etc.] off the couch and [activity: i.e. lacing up their skates/sneakers or into their swimsuits] for the free [event name & location: i.e. family skate at the arena, polar bear swim at the lake] during Spirit of BC Week on Feb. [date].

[Name of community] is one of 50 communities across BC receiving small grants totaling \$15,000 from the BC Recreation and Parks Association (BCRPA) to organize Active Community events during Spirit of BC Week. [Name of lead organization] is partnering with [names of organizations/groups] to host the event [Note: if applicable]. [Note: If partnering with your local Spirit of BC Committee then include:] [Name of Active Community organization] is partnering with the [name of community] Spirit of BC Committee to host the event with additional funding from 2010 Legacies Now.

“This event is a unique opportunity for [target population] to try out an activity that may be new to them with other [target: seniors/people] at no cost,” said [Mayor Joe Jones or other community leader/organizer]. “Healthy lifestyles mean healthy communities so the aim of events like the free [i.e. family skate] is to develop active habits at all ages.”

[Include a sentence or paragraph explaining your local Active Communities Initiative and some of the other goals/events/projects you’re working on]. Activities at the [name of event] will include [i.e. lessons, competitions, speeches, prizes, a visit from the mayor etc.] The festivities kick off at [time] and run until [time]. [All] are welcome to attend.

Spirit of BC Week (Feb. 8-16), an initiative of 2010 Legacies Now, is a celebration of our province and its unique communities, as well as a countdown to the 2010 Winter Games. The Active Communities Initiative and Spirit of BC are partnering this year to support communities in hosting Spirit of BC Week active events.

More than 150 BC communities have registered as Active Communities through the BCRPA. BCRPA mobilizes and supports these communities in their commitment to promote healthy lifestyles, build healthy communities and increase physical activity levels of British Columbians.

“With the rise in childhood obesity, chronic disease and the inactivity epidemic, programs like Active Communities are important for our community to support by coming out to events,” said [Active Communities Coordinator Jane Smith]. “All it takes is small steps to change individual lifestyles.”



*Continued:*

**SPECIAL EVENT NEWS RELEASE TEMPLATE - Spirit of BC Week - Active Event**

[Include facts or stats from Active Communities Fact Sheets, i.e.:]

Research indicates that 30 minutes of physical activity each day will achieve health benefits. These 30 minutes can be reached through 10-minute intervals throughout the day. Being physically active doesn't necessarily have to mean going to the gym, but rather incorporating physical activity into daily living. And it doesn't have to cost anything.

BCRPA suggests many ways to get active throughout the day: at work by holding walking meetings, at school by getting active at recess and lunch, and in the community by getting to know your neighbourhood on foot. Active Community events, like the ones being held during Spirit of BC Week, are also great ways to get started and build healthier communities.

**About [local organization or initiative]**

[Insert mission or brief description of organization]

**About Active Communities**

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**About BCRPA**

The British Columbia Recreation and Parks Association (BCRPA) is the implementation partner for the Active Communities Initiative. It is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. For more information, visit [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca).

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**Media Contact**

[Name]

[Position]

[Organization]

[Phone number]

[Email Address]



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# SPECIAL EVENT NEWS RELEASE TEMPLATE

Move for Health Day

## Move For Health Day

May 10, 2008

### News Release (Template) News Release Sample ONLY - Draft (Not for Distribution)

For Immediate Release: May 10, 2008

#### St Yves Mayor Leads Kick-Boxing Class for Hundreds of St Yves Residents on Move for Health Day (Write your own headline)

St Yves, BC -- St Yves Community Centre attracted over 400 local residents who participated as St Yves Mayor Gerard Rockford led a kick-boxing class to launch Move for Health Day today. The May 10th event was only one of dozens similar events around the province that celebrated the World Health Organization (WHO) Move for Health Day that encourages everyone to get active for the benefit of their health. (Use this sample news release to write your own.)

The BC Recreation and Park Association (BCRPA) in collaboration with various physical activity stakeholders has spearheaded the organization of this year's Move for Health Day activities and encouraged municipalities across the province to get British Columbians moving.

Last year, approximately 56,252 British Columbians from all corners of the Province got moving on Move for Health Day. Through the efforts of community programmers and leaders and many other motivated individuals our goal for 2008 is to have 68,000 British Columbians getting active which is a 20% increase over 2007!

"We know how important an active lifestyle is to good health," said Mayor Rockford. "Move for Health Day is a great way to kick off your summer activity regime and increase your overall activity level."

Diseases for which physical inactivity is a risk factor, such as cardiovascular disease (CVD), diabetes, cancer, chronic respiratory disorders, and musculoskeletal diseases like osteoporosis and arthritis account for almost three quarters of the overall burden of disease – two-thirds of the deaths in BC (source: Ministry of Health Services).

"Walk, bike, hike, swim today and log your activity on the Move for Health Day link on the BCRPA website at [www.bcrpa.bc.ca/mfhd](http://www.bcrpa.bc.ca/mfhd)," encouraged Wendy Wessex, Manager of Recreation Programming, St Yves Community Centre. "If you have been promising yourself to get more active or even if you are someone who is already exercising regularly, take advantage of this opportunity to connect with your community and move for health."

All BC residents who participate in Move for Health Day are being encouraged to log on to [www.bcrpa.bc.ca/mfhd](http://www.bcrpa.bc.ca/mfhd) and log their activity so that the BCRPA can track the province's progress each year.

Move for Health Day was designated by the World Health Organization in 2003 as a world wide day of physical activity.

The BC Recreation and Parks Association is a not for profit organization dedicated to building and sustaining active healthy lifestyles in B.C.

#### MOVE FOR HEALTH DAY PARTNERS:

2010 Legacies Now / The Aboriginal Sport and Recreation Association of BC / Action Schools! BC / BC Healthy Living Alliance  
BC Lung Association / BC Ministry of Health / BC Pediatric Society / BC Recreation and Parks Association  
BC Therapeutic Recreation Association / Canadian Cancer Society of BC & Yukon / Canadian Diabetes Association-Pacific Division Dietitians of Canada / Heart and Stroke Foundation of BC & Yukon / Physical Education Teachers of BC / Premier's Sport Awards Program / Sport BC / Sport Branch-Ministry of Tourism, Sport and the Arts / SportMed BC / The Arthritis Society / Union of BC Municipalities



#### Contact:

Rhianne Mari  
BCRPA Program Assistant  
604-629-0965 ext 239, [rmari@bcrpa.bc.ca](mailto:rmari@bcrpa.bc.ca)



ActNowBC





HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## NEWS RELEASE EXAMPLE

News Release

January 31, 2008

### Spirit of BC Week Events

Nelson, BC January 31, 2008 – Organizers with the NDCC and GOGA are gearing up to get the community of Nelson off the couch during Spirit of BC Week, Feb. 8-16.

Nelson is one of 50 communities across BC receiving small grants totaling \$15,000 from the BC Recreation and Parks Association (BCRPA) to organize Active Community events during Spirit of BC Week. GOGA and the NDCC are partnering with the Chamber of Commerce, Success by 6, Silken's Active Kids, Interior Health, The Mountain Spirit Triathlon Club and many of the schools in the district to host many events in and around the Nelson Area.

The events are a unique opportunity for everyone to try out an activity that may be new to them with little or no cost. Healthy lifestyles mean healthy communities so the aim of events like these is to develop active habits at all ages.

Listed below are all of the festivities and events. All are welcome to attend.

(Series of events were listed)

EXAMPLE: NDCC Indoor Fun Triathlon

10:00am – 3:00pm

Start by swimming laps, then transition to cardio studio for the bike and finally participants run the concourse.

Registration is \$15 per participant and starts February 1 and closes February 8. Pre Race meeting will be held in the NDCC concourse February 8 at 7:00pm.

Spirit of BC Week (Feb. 8-16), an initiative of 2010 Legacies Now, is a celebration of our province and its unique communities, as well as a countdown to the 2010 Winter Games. The Active Communities Initiative and Spirit of BC are partnering this year to support communities in hosting Spirit of BC Week active events.

More than 150 BC communities have registered as Active Communities through the BCRPA. BCRPA mobilizes and supports these communities in their commitment to promote healthy lifestyles, build healthy communities and increase physical activity levels of British Columbians.

#### About Active Communities

The Active Communities Initiative is a cross-sectoral Initiative focused on supporting communities to increase physical activity levels of British Columbians by 20% by the year 2010. For more information, visit [www.activecommunities.bc.ca](http://www.activecommunities.bc.ca).

#### About BCRPA

The British Columbia Recreation and Parks Association (BCRPA) is the implementation partner for the Active Communities Initiative. It is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. For more information, visit [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca).

**Media Contact:** Leah Bragg, Recreation Programmer, Nelson & District Community Complex  
(FULL CONTACT INFO INCLUDED IN ACTUAL NEWS RELEASE)



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MEDIA ADVISORY TEMPLATE

### MEDIA ADVISORY

*(note: you can insert your tailored ACI logo in the top right corner)*

Month XX, 2008

#### [Headline Outlining Event or Activity]

*[Subheading about expected number of participants or other media attraction]*

Introduction paragraph: brief and informative, highlighting appropriate event information.

WHO: [participants]

WHEN: [date and time]

WHERE: [address of location]

CONTACT: [name and phone number of primary contact for event]

#### **About [organization]**

Insert mission or brief description of organization

#### **About Active Communities**

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- 30 -

(signals to the reader the end of media advisory)

#### **Media Contact** (may be different from event contact)

[Name]

[Position]

[Organization]

[Phone number]

[Email Address]

The media advisory can also be sent to event listing sections of newspapers – simply change the title to EVENT NOTICE.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **MEDIA ADVISORY EXAMPLE**



January 31, 2008

### **Spirit of BC Week Events February 8-16, 2008**

**GetActive! Penticton Events expecting large crowds for FREE Family Fun!**

Spirit of BC Week, held every year in February, is a celebration of our province and its unique communities, as well as a countdown to the 2010 Winter Games.

WHO: Families, residents of Penticton and surrounding area

#### WHEN & WHERE:

Saturday February 9. 2-4PM - FAMILY SKATE, McLaren Arena - FREE

Saturday February 9. 2-5PM – FAMILY SWIM, Community Centre Pool - FREE

Tuesday February 12. LIGHT UP THE NIGHT WALK, 6PM start, Okanagan Lake Park - FREE

CONTACT: Penticton Community Centre, 490.2426

#### **About Spirit of BC**

Supported by 2010 Legacies Now and the Province of BC, Spirit of BC is a province-wide initiative that promotes community innovation, pride and excellence, and involves British Columbians in the opportunities arising from the 2010 Olympic and Paralympic Winter Games

#### **About GAP**

GetActive! Penticton (GAP) is a local community initiative with the goal of creating a healthier community in which physical activity is valued and everyone participates daily. The target is to increase physical activity levels in Penticton 20% by 2010 through a collaborative community based approach. GAP, one of 143 registered BC Active Communities, is part of a much larger wellness initiative called ActNow BC which is aimed at promoting healthy lifestyle choices and environments.

#### **About Active Communities**

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#### **Media Contact**

Julie van den Born

GetActive! Penticton Coordinator

Penticton Community Centre

Note: Contact phone number and email were included in the original advisory





HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MEDIA ADVISORY EXAMPLE

### MEDIA ADVISORY EXAMPLE

#### MAYOR SMITH CHALLENGES

#### MAYOR VYE OF ST. ELIAS TO GET ACTIVE ON MOVE FOR HEALTH DAY

[WRITE YOUR OWN HEADLINE]

Panorama, B.C. -- Panorama's Mayor Clive Smith will be leading Panorama City Hall on May 10, 2007 on a walk celebrating Move for Health Day. Mayor Smith has issued a challenge to Mayor Allie Vye of St. Elias, BC to get her staff at the St. Elias City Hall active on May 10th and join municipalities across the province as they move for health and register their participation on the Move for Health Day link on the [www.bcrpa.bc.ca/mfhd](http://www.bcrpa.bc.ca/mfhd) web site. Hundreds of Panorama City Hall employees, along with the support of BC Recreation and Parks Association and physical activity stakeholders such as [xxx], [xxx], and [xxx] will join forces for a healthier BC by 2010. (Use this sample to write your own brief paragraph describing your event.)

Who: Mayor Clive Smith, city hall staff, BC Recreation and Parks Association and physical activity stakeholders such as [xxx name stakeholder], [xxx name stakeholder]

Where: City Hall  
(Address)

When: (Insert time)  
May 10, 2007  
(Replace this "who, where, when" with your own details.)

#### About Move for Health Day

Move for Health Day was designated by the World Health Organization in 2003 as a world wide day of physical activity. This year in British Columbia, Move for Health Day kicks off Summer Active, a national program providing ideas to help all British Columbians come closer to their active living goals.

#### About Active Communities

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#### About BCRPA

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- 30 -

#### Media Contact

[Name]  
[Position]  
[Organization]  
[Phone number]  
[Email Address]



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## RADIO SCRIPT TEMPLATE

### 15 SECOND ACI SPIRIT OF BC WEEK 2008 SPOT

IT'S TIME FOR YOU TO GET ACTIVE AND GET HEALTHY DURING FEBRUARY'S SPIRIT OF B-C WEEK.

TAKE PART IN FUN, ACTIVE EVENTS HOSTED BY YOUR LOCAL ACTIVE COMMUNITIES TEAM.

CONTACT YOUR PARKS, RECREATION AND LEISURE DEPARTMENT, OR VISIT ACTIVE COMMUNITIES DOT B-C DOT C-A.

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### 30 SECOND ACI SPIRIT OF BC WEEK 2008 SPOT

IT'S TIME FOR YOU TO GET ACTIVE AND GET HEALTHY.

JOIN THE BC RECREATION AND PARKS ASSOCIATION AND YOUR LOCAL ACTIVE COMMUNITIES TEAM FOR SPIRIT OF BC WEEK.

TAKE PART IN FUN, ACTIVE EVENTS FROM FEBRUARY EIGHTH TO 16TH.

REGULAR PHYSICAL ACTIVITY HELPS INCREASE YOUR ENERGY AND REDUCE YOUR RISK OF HEART DISEASE AND CANCER.

WALK, SWIM, SKATE OR SKI – GET ACTIVE ANY WAY YOU LIKE!

FIND OUT ABOUT SPIRIT OF BC EVENTS IN YOUR AREA - CONTACT YOUR LOCAL PARKS, RECREATION AND LEISURE DEPARTMENT, OR VISIT ACTIVE COMMUNITIES DOT B-C DOT C-A.



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## RADIO SCRIPT COMMUNITY EXAMPLES

### BCRPA 15 SECOND ACTIVE COMMUNITIES SPOT FOR SPIRIT OF BC WEEK - TUMBLER RIDGE

IT'S TIME FOR YOU TO GET ACTIVE AND GET HEALTHY DURING FEBRUARY'S SPIRIT OF B-C WEEK.

TUMBLER RIDGE IS HOSTING "EXPLORE YOUR COMMUNITY CENTRE WEEK" FROM FEBRUARY 11TH TO 15TH AT THE TUMBLER RIDGE COMMUNITY CENTRE.

CONTACT THE DISTRICT OF TUMBLER RIDGE FOR MORE INFORMATION ABOUT YOUR LOCAL ACTIVE COMMUNITIES EVENT.

### 30 SECOND ACI SPIRIT OF BC WEEK 2008 SPOT - TUMBLER RIDGE

IT'S TIME FOR YOU TO GET ACTIVE AND GET HEALTHY.

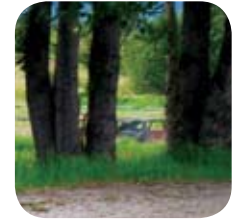
JOIN THE BC RECREATION AND PARKS ASSOCIATION AND YOUR LOCAL ACTIVE COMMUNITIES TEAM FOR SPIRIT OF BC WEEK.

TAKE PART IN FUN, ACTIVE EVENTS FROM FEBRUARY EIGHTH TO 16TH.

JOIN THE EXCITEMENT AT "EXPLORE YOUR COMMUNITY CENTRE WEEK".

IT RUNS FROM FEBRUARY 11TH TO 15TH AT THE DISTRICT OF TUMBLER RIDGE COMMUNITY CENTRE.

FOR MORE INFORMATION ABOUT EXPLORE YOUR COMMUNITY CENTRE WEEK, CONTACT THE DISTRICT OF TUMBLER RIDGE AT 250-242-42-42, OR VISIT ACTIVE COMMUNITIES DOT-B-C-DOT-C-A.



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **PHOTO OPPORTUNITY TEMPLATE**

### Photo Opportunity Notice

Month XX, 2008

*(note: you can insert your tailored ACI logo in the top right corner)*

### **[Headline Outlining Photo Opportunity]**

Introduction paragraph: brief and informative, highlighting the photo opportunity and its significance.

WHAT: [participants]

WHEN: [date and time]

WHERE: [address of location]

CONTACT: [name and phone number of primary contact for photo op]

### **About Active Communities**

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*(signals to the reader the end of media advisory)*

### **Media Contact** (may be different from event contact)

[Name]

[Position]

[Organization]

[Phone number]

[Email Address]



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# PHOTO RELEASE TEMPLATE

Photo Release

Month XX, 2008

*(note: you can insert your tailored ACI logo in the top right corner)*

## [Headline Outlining Photo]

Introduction paragraph: brief and informative, highlighting the photo and its significance.

### PHOTO CAPTION:

[Use key messages here. List people in the photograph, what they are doing and how it's significant.]

### PHOTO CREDIT:

[List the person who took the photo.]

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*(signals to the reader the end of media advisory)*

### Media Contact (may be different from event contact)

[Name]

[Position]

[Organization]

[Phone number]

[Email Address]



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

# PHOTO RELEASE FORM

### Section #1 Consent form

I, \_\_\_\_\_ (Please Print) hereby grant permission to the BC Recreation and Parks Association (BCRPA) to use my quotation and/or take photographs of me and to allow those photographs to be published in, or used by, any of the media of mass communications (including print, radio, television, electronic), or to be used in any other way without any liability on the part of the BCRPA, its agents and employees, and without any liability on the part of the photographer, and without any liability on the part of mass communications in or on which the photographs may appear or be used at any time in the future. By signing this form, I am giving consent for these photos to be used for the year of 2006 in any and all BCRPA promotions.

Signature \_\_\_\_\_

Date \_\_\_\_\_

*\*Signature of parent or guardian if under 18 years of age* \_\_\_\_\_

### Section #2 Photo and personal information publication exceptions

By checking this box I am asking BCRPA to NOT publicize the following:

- my full name       my first name       my last name  
 The city I reside in       The type of volunteer I am

By checking this box, I am asking BCRPA to NOT use my photo in:

- Brochures       Fundraising materials       Program materials  
 Ads       Posters       Displays  
 Website

### Section #3 Personal information

BCRPA adheres to the provincial privacy legislation. Your information will be collected solely for contact purposes as it relates to your photo. This information will not be shared and will be retained on file for a period of one year. Should you wish to have your photo removed from our files, please contact [activecommunities@bcrpa.bc.ca](mailto:activecommunities@bcrpa.bc.ca).

1. ADDRESS, TELEPHONE NUMBER & E-MAIL (IF AVAILABLE) of SUBJECT being photographed:

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

2. ARE YOU A BCRPA VOLUNTEER? WHAT TYPE? HOW LONG HAVE YOU VOLUNTEERED?

\_\_\_\_\_  
\_\_\_\_\_

3. WHAT DO YOU ENJOY ABOUT BCRPA OR HOW HAS IT MADE A DIFFERENCE IN YOUR LIFE?

\_\_\_\_\_  
\_\_\_\_\_



## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: FEATURE STORY PITCH

A feature story pitch is different than sending a news release to the media. News releases go to many different media outlets; normally a feature pitch goes to one outlet that you have researched.

### Here is an example of a story pitch:

Studies have shown that owning, or even borrowing a friend’s pet can make you healthier. Taking your dog for a walk each evening can be a great way to get exercise, keep your pet happy and healthy – and is very enjoyable.

According to HEALTH ORG here, people with pets live XX years longer and tend to be healthier. In fact, just petting a dog or a cat can help lower your blood pressure.

People with pets – and those with friends with pets – in the Comox Valley understand how important their pets are in keeping them healthy. They are set to take a guided walk on DATE HERE at WHAT TIME.

We have several pet owners who can attest to the fact that our four legged friends keep them active and one owner in particular who has lost 12 pounds and lowered their blood pressure and cholesterol considerably since getting Jake, their four-year old mixed breed from the SPCA.

Our guided walk with our four-legged friends could be a great news peg to lead into a larger story about how having pets benefits our lives.

I will follow up later this week to see if you are interested in the story. In the meantime, if you have questions or would like to speak with our active pet owners, please call me at XXX-XXX-XXXX or email me at doggirl@telus.net.

Thank you for your time,

NAME HERE



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## FACT SHEET EXAMPLE

### THE PERSONAL & HEALTH BENEFITS OF PHYSICAL ACTIVITY

There are well-documented personal and health benefits that individuals receive from integrating regular physical activity within their lifestyles. The best single source of information about the benefits of physical activity is the Canadian Fitness and Lifestyle Research Institute (CFLRI) at [www.cflri.ca](http://www.cflri.ca).

#### AMONG THE KEY BENEFITS OF REGULAR ACTIVITY ARE:

- Regular physical activity decreases the risk of heart disease, diabetes, arthritis, stroke, high blood pressure and osteoporosis. (Heart and Stroke Foundation, 2006)
- Physical activity is associated with better cognitive function and less cognitive decline in later life. (Weuve, Kang, Manson, Breteler, Ware & Grodstein, 2004)
- Regular physical activity helps one achieve a healthy mind as it reduces stress and increases self-esteem. (CFLRI, 2005)
- Active people tend to have a lower risk of colon cancer and breast cancer than sedentary people. (CFLRI, 2005)
- Exercises that build muscle strength and balance can help prevent falls. Physical activity may also decrease people's fear of falling, improve cardiovascular health, aid in sleep and ease depressed moods. (Public Health Agency of Canada, 2005)
- Physical movement is a key element in the lifelong development and growth of the brain. (McCall & Craft, 2000)
- Being active will help you to stay healthy, live longer and improve your quality of life. (Public Health Agency of Canada, 2005)
- People reduce their risk of acquiring diabetes by 58% with a few basic lifestyle modifications: exercising moderately 30 to 60 minutes most days, losing excess weight, and reducing the amount of fat and the number of calories in their diets. (Current Health, 2005)
- Exercise slows the rate of bone loss and reduces the chance of acquiring osteoporosis. (CFLRI, 2005)
- To keep your body and mind healthy, it is beneficial to eat well and participate in physical and social activities. (Public Health Agency of Canada, 2005)

[www.activecommunities.bc.ca](http://www.activecommunities.bc.ca)  
Tel 604.629.0965  
[activecommunities@bcrpa.bc.ca](mailto:activecommunities@bcrpa.bc.ca)

INSERT LOGO HERE





## HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE: **BACKGROUNDER TEMPLATE**

Backgrounder – (YOUR INITIATIVE TITLE HERE)

Date:

Time:

Location:

Initiative: (Description of your initiative here)

**Active Communities Initiative**

Our community is a part of the Active Communities Initiative, a cross-sectoral Initiative focused on supporting communities to increase physical activity levels of British Columbians by 20% by the year 2010. We work with The British Columbia Recreation and Parks Association (BCRPA). The BCRPA is the implementation partner for the Active Communities Initiative. It is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC.

**Community Partners:**

(Describe community partners here)

**Sponsors:**

(Describe sponsors here)

**Further Information:**



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## SPONSORSHIP ASK LETTER TEMPLATE

Name of potential sponsor company HERE  
Address HERE  
City, Province Postal Code HERE

Date HERE

Dear NAME HERE,

Please allow me to introduce myself, my name is NAME HERE and I am TITLE HERE of ORGANIZATION HERE. Our community is a part of the Active Communities Initiative, a cross-sectoral Initiative focused on supporting communities to increase physical activity levels of British Columbians by 20% by the year 2010. We work with The British Columbia Recreation and Parks Association (BCRPA) who is the implementation partner for the Active Communities Initiative. It is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC.

We are currently planning WHAT INITIATIVE HERE set to be held on WHAT DATE HERE. (EXPLAIN HOW GREAT THIS INITIATIVE IS IN 4 SENTENCES, INCLUDE WHO THE TARGET MARKET IS, WHAT VIPS ARE BEING INVITED, ETC.)

We are hoping that your COMPANY/BUSINESS HERE may be interested in sponsoring this initiative. We see a synergy and connection that would be of benefit to you in raising the profile of your company to our community – and to your target market.

We are requesting \$XXX in sponsorship and in return your business would receive:

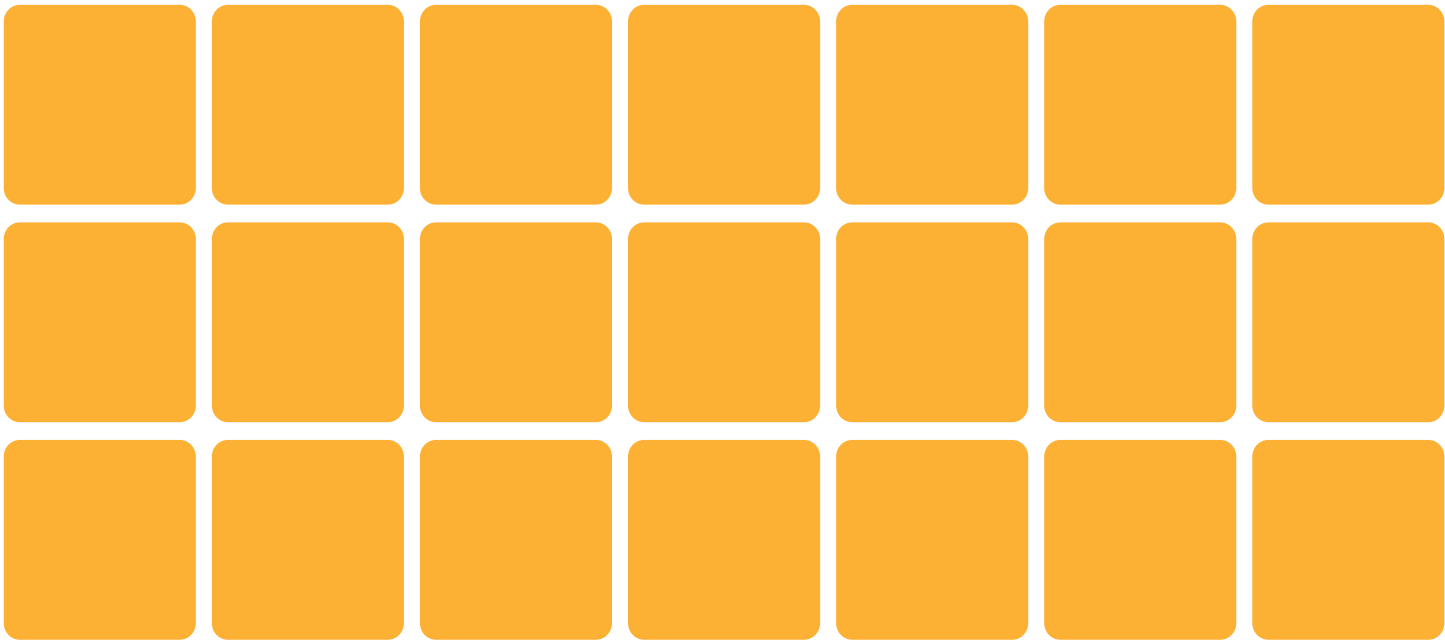
- Your logo on all print materials;
- Your logo and a link to your website from our website;
- Acknowledgement of your sponsorship in all media materials (news releases, media advisories, etc.);
- XX VIP tickets to the event;
- A speaking opportunity at the event.

I will call you early next week to follow up on this potential sponsorship opportunity that would benefit both your business and our exciting initiative. If you have any questions, please call XXX-XXX-XXXX. Thank you for time, I am looking forward to speaking with you.

Yours truly,

NAME HERE

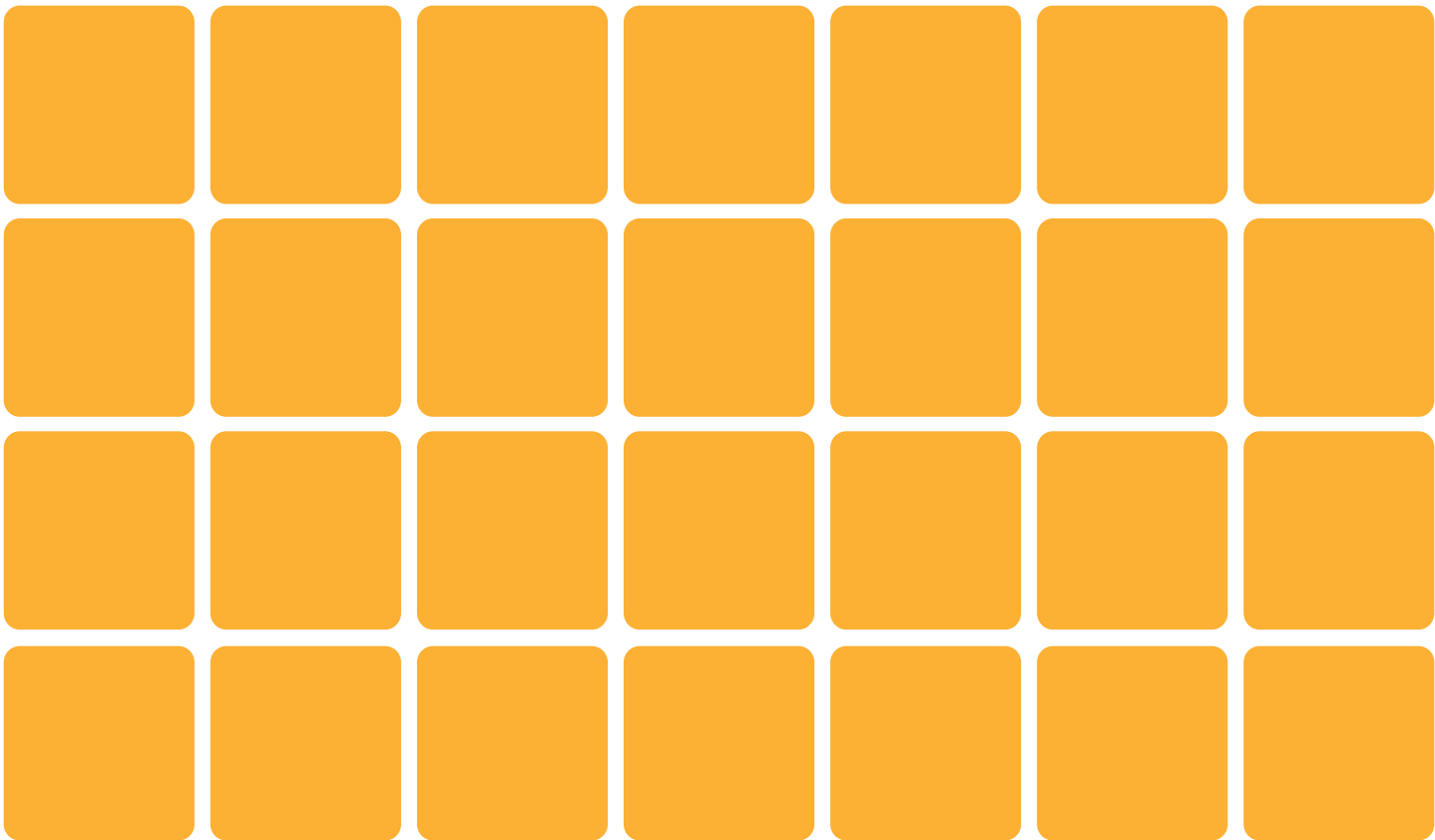




SUPPORTED BY



ActNowBC



BC RECREATION & PARKS ASSOCIATION  
101 – 4664 LOUGHEED HIGHWAY  
BURNABY, BC V5C 5T5  
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activecommunities@bcrpa.bc.ca

