

TODAY IN THE NEWS!

INVITE MEDIA TO THE CLASSROOM CLEAN-UP & DISINFECTING EVENTS

Help spread the word about your hard work with these four steps to get your event in the news:

DEVELOP A LIST OF CONTACTS

- Create a broad list of media to invite – the more the merrier.
 - Include assignment editors and photo desks at the daily and weekly newspapers, news radio stations, news desks at local television stations and local news Web sites/blogs.
 - Call the news or city desk to find out who covers community health issues and/or schools. Search media Web sites for past articles on related topics.
 - Include calendar editors, who compile community event listings for newspapers, TV and radio stations.

DISTRIBUTE A MEDIA ADVISORY

- A media advisory or alert is intended to inform print reporters, photo desk editors and broadcast (TV and radio) producers about your event in a simple, one-page format.
 - Media advisories are usually sent 2-5 days before the event to serve as a reminder.
 - Typically you email or fax it to the news desk or photo desk to spark attention.

FOLLOW UP TO SECURE INTEREST

- Call the assignment desks within a day of their receipt of the materials and offer a quick overview of the event. Try to:
 - Draw their attention to the connection between your clean-up event and a recent trend or event. (Have there been stories about an increase in flu cases? What about parents getting involved in school activities?)
 - Offer to set up a tour of the school or an interview with the principal, classroom teachers and clean-up organizer.
 - Give them a specific time for arrival – preferably when you've schedule the invited guest to speak before the cleaning kicks off.
 - Identify a photo opportunity for the event – tell them the event will feature parents scrubbing desks, doorknobs, keyboards, etc.

KEEP AN EYE OUT

- Once your event is underway, keep an eye out for reporters, photographers or camera crews.
 - Help them get the visuals and interviews they need to complete their story.
 - Don't be afraid to follow-up afterwards to find out when the story will run – you will want to share your coverage with your school community!