

ACTIVITY 5 PLACING INFORMATION ABOUT PREMATURE PREVENTION IN YOUR LOCAL MEDIA

OBJECTIVE

To reach your target audience using media – Examples of media in your local community may include a local TV talk show, Public Service Announcements (PSAs) on the radio, radio talk shows, newspaper articles, cable TV runners, community calendars

TIME NEEDED

- Preparation time: Varies
- Activity time: Varies

ADVANCE PREPARATION

- The Media Guide was developed to help you conduct activities with the media in your local community. Become familiar with the Media Guide as well as the content in the toolkit so that you will feel comfortable and knowledgeable when you approach media contacts.
- Identify the contact person for each media outlet.

MATERIALS NEEDED

- Fact sheets/Handouts included in the toolkit
- Samples of the following found in the Media Guide – Appendix C
 - Key messages
 - Media request/Pitch points
 - News release
 - Media alert
 - Newsletter articles
 - E-mail messages
 - Letters to the editor
 - Radio public service announcements (PSAs)
- Press Kit on the March of Dimes Web site

WHERE / WHOM TO CONTACT

Each media outlet in your community will have a person in charge of community/ local events and news stories.

- Your initial request can be a letter, a phone call, or an e-mail
- See the Media Guide for more information

TIPS FOR SUCCESS

- Review the Media Guide found in Appendix C. It will help you understand the media, the audiences they attract, and how best to reach them.
- Identify and contact 1 person to increase the likelihood that your information will be used.
- Make your requests/communications brief and concise.
- Allow appropriate lead-time for requests to be fulfilled, from several months to several weeks to several days. See the Media Guide for more details.
- Always follow up with a personal call or thank-you note.