

How to Effectively Engage Traditional Media

Engage traditional media in support of your programs



What You Will Discover

- How to Effectively Engage Traditional Media
- Clear Actions and Tools to Plan Successful Events



MEDIA OUTREACH 101

First of All



Connecticut Children's Healthy Homes Program



Simple Steps to Media Turnout

- News Advisory -What It Is and Isn't
- Turn Out Calls – When to Make Them
- Press Release – Timing is Everything
- Copy Copy Copy!



List of Media Outlets

- Copy Copy Copy!
- Print, Radio, TV, Internet
- Not Possible to Overdo List



NEWS ADVISORY

MEDIA ADVISORY: DRAFT

MEDIA CONTACT: Monica Suckman, Assistant Director, Communications
Office: (860) 837-9711, Cell: (352) 214-8960
msuckma@conncid.com

CONNECTICUT CHILDREN'S MEDICAL CENTER CELEBRATES NATIONAL SUPERHERO DAY ON APRIL 28

WHO: Patients, families and staff at Connecticut Children's will enjoy a day filled with superhero window washes, music, decorations and activities in celebration of the Medical Center's 3rd annual Superhero Day event.

WHAT: April 28 is National Superhero Day and to commemorate, Connecticut Children's will transform into a superheroes' dreamworld in honor of its very own superheroes...our patients.

Decorations will be displayed throughout the hospital and a variety of activities will take place, including a Super Hero Themed Parade, a story of David & Goliath in Middletown. There is also a Will Craig Camp superhero themed art activities, life size LEGO superheroes statues, including the Batmobile!

Customized window washes, dressed as your favorite superheroes, will scale the outside of Connecticut Children's from 1 to 3pm.


WHEN: Thursday, April 28
1:00 p.m. - 3:00 p.m. Customized Window Washes will drop by 4:00 p.m. window washes.

WHERE: Connecticut Children's Medical Center
281 W. Main Street
Middletown, CT

WHY: Our patients are our life superheroes and National Superhero Day offers us the opportunity to celebrate them and their courage with a day of activities, costumes



**News Advisory
Deconstructed**




MEDIA CONTACT: Name, title, Email, Phone

TITLE: Catchy Description of Event


WHO, WHAT , WHERE, WHEN

WHY: YOUR HOOK, IMPORTANT !

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Sample Press Release



Stanley Black & Decker Grant to Launch "Healthy Homes Project" in New Britain


FOR IMMEDIATE RELEASE: October 15, 2014

MEDIA CONTACT: Monica Buchanan, Media & Public Relations Manager
(860) 837-5701; MBuchanan@connecticutchildrens.org


HARTFORD, Conn. – A \$500,000 grant from Stanley Black & Decker will make homes safer and healthier for 60 families in New Britain, help Connecticut Children's Medical Center's Office for Community Child Health (OCCHE) broaden and deepen its impact on the optimal healthy development of children in our region. The "Stanley Black & Decker New Britain Healthy Homes Project" is a groundbreaking new initiative.

"Stanley Black & Decker is proud to support the Connecticut Children's Medical Center's Office for Community Child Health in the Healthy Homes Project as it brings together two of our passions, healthcare and home repair," said Tim Pera, Vice President, Communications, Stanley Black & Decker.

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**Press Release
Deconstructed**



- Plan Ahead
- Opening Paragraph Critical
- Choose Great Speakers
- Imagine Your Release Is An Article

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Morning Communications



- Email Your Media List 8:00-9:00am
- Confirm They Have News Advisory
- Thank Them , Give Contact Info

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At Your Event



- Be Visible
- Media Kit
 - Fact Sheet
 - Contact info
 - Photos, Digital media
- Make Speakers Available to Press

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More Information

- publictransportation.org
- prnewsonline.com
- creativepr.com (What Can Go Wrong)

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 Connecticut Children's
Healthy Homes Program

 National Center for
HEALTHY HOUSING

 National Safe and Healthy
Housing Coalition
