



INFOSHEET: Media Outreach

THE MEDIA IS THE MAIN SOURCE OF INFORMATION ABOUT PUBLIC AFFAIRS FOR MOST OF US.

This means the media has significant influence over what issues get attention from the public and policy makers. Because of its potential to influence local policy, the media will be interested in an event like the Moving Together Symposium.

Here are some things you'll need to consider in your media relations plan:

- Choose a spokesperson and refer all media calls to that person. It should be someone who is comfortable speaking about the issue.
- Be newsworthy. What makes news? Things that are:
 - Current
 - Relevant to your community
 - Interesting
 - Controversial
- Know your media. Get to know who covers your area, who has what beat and who has an interest in topics related to physical activity and the symposium.
- Know and respect media deadlines. Always ask about deadlines and do what you can do meet them, but don't let yourself be rushed if you don't have the information required.
- Develop a set of brief key messages and use them in all media interviews.

MEDIA RELATIONS TOOLS:

Here are some elements to keep in mind for serving the media's needs:

Media kit

Greet any media that attend the symposium with a media package that includes:

- Symposium registrants' package
- *in motion* backgrounder
- A media release reporting on the event in the past tense
- A business card for easy follow up

Media advisories

A media advisory is essentially an invitation to cover your event. It also alerts the media to opportunities for interesting photos or interviews. Following up with a phone call can increase your chances of media attendance.

Interviews

Find out if your keynote speaker is willing to do media interviews. We encourage you to speak with the media as well, and Saskatchewan *in motion* is always willing to comment on the broader picture when it comes to physical activity in Saskatchewan. Let local media know about these opportunities.

Public service announcements

Public service announcements (PSAs) promote government programs, non-profit organizations, or community service activities. Media outlets generally run PSAs free of charge. If the public is invited to attend your meeting, distribute public service announcements to all media that cover your area.



News releases

Issue a media release to announce the event shortly after your agenda is set. Well-written releases that provide all relevant details are often quoted verbatim in local papers. This makes the job easier for time-strapped reporters and helps your event attract attention. After the event, issue a follow-up news release to share the results of the day and talk about outcomes.

Media contact numbers

Maintain a current contact list for media in your area, including print, broadcast or online journalists.

Letter to the editor

Following the event, send a letter to the editor to thank your community partners for their commitment to making physical activity a priority in your community. Share some high level information about any plans developed and invite the rest of the community to get involved.

SAMPLE MEDIA ADVISORY:

Media Advisory
 For immediate release
 [Date]

(Event) Looks At Ways To Make Your Town More Physically Active

Members of the media are invited to attend Moving Together: Solutions for Physically Active Communities.

DATE:

TIME:

LOCATION:

The event will bring together community partners from a variety of backgrounds to explore ways to explore ways to create a healthy, active community and develop realistic local strategies to get more kids, more active, more often.

The day-long event will include photo opportunities [describe what they are – e.g. walkabout] and interviews with key note speaker [Name] of [organization], Marnie Sinclair of Saskatchewan *in motion* and [local media contact]. [Add a brief two-sentence description of the key note speaker.]

For more information:

Community Contact
 [Your Town] *in motion*
 Phone: [(306) XXX-XXXX]
 [contact information]