



HOW TO ORGANIZE A MEDIA EVENT

The media is a wonderful ally for all advocates, and organizing a media event takes four simple steps:

1. Plan an event, or decide to publicize something going on at your school or board. It can sometimes be an event connected to a problem, but it can also be a good news story.
2. Put together a list of email addresses of all your local (and provincial) media. You can find the email addresses on media websites, usually every outlet has an address for its Assignment Desk – they get the alerts and decide which events to cover.
3. Send out a “media alert” (see sample below). This is a very very short, clear message. It says “who, what, where, when”
4. After the event, send out a press release (see sample below). This message is a little bit longer and tells the story of the event. It helps to have quotes from some of the participants.

You can also contact the media without holding an event; they are always looking for stories.

Sample media alert:

Your organization’s name

Media Alert

FOR IMMEDIATE RELEASE

date here

HEADLINE HERE – ACTIVE, EXCITING & NEWSY

E.G. SCHOOL’S PARENTS TO HOLD “PAINT IN”

Sub-headline here – describing the event in a few words

What: Here you give a brief description of the event or release, with some hints about surprises that will be revealed.
E.G. On Saturday morning, 100 of xxx school’s parents and students will gather to paint a huge map on the tarmac outside the school. At the same time they will demonstrate an exciting new map game invented by the school’s students.

Where: name of place
Address of place (with directions in brackets)

Who: names of the people who will be talking or who are participating

When: time
Day and date

Photo Op: tell them if there's something that would make a good picture, or be lively for television cameras

- 30 -

(this number shows that this is the end of the alert)

For more information please call:

Name of organization 123-456-7890 (phone number)

Name of contact person 123-456-7890

Sample press release:

Your organization's name

MEDIA RELEASE May 31st, 2010

HUGE MAP INSTALLED AT XXXX SCHOOL

Council to distribute map plans and new game to schools across the province

For immediate release

Name of our town (date, year) – xxxxx school council unveiled a giant map on the school grounds today. The map will be used by teachers and students from grades 1 to 6, and is the result of months of planning.

"The parents worked hard to involve the whole community in this project," says John Smith, the school council chair. "Local businesses donated the paint, a parent cartographer helped the students develop the plans for the map, and community members came from far and wide to help paint it. We're very proud of our school."

The council also worked with the students to develop a new geography game that can be played on the giant map. Etc. etc, etc.

"quote from the principal"

The plans for the map and the rules for the game will be distributed etc. etc.

The school also posted a video at www.dddddd.com

Next year the school plans

- 30 -

For more information

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