

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

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First of All



Connecticut Children's
Healthy Homes Program

National Center for
HEALTHY HOUSING



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



Hartford  Courant





NEWS ADVISORY

MEDIA ADVISORY: DRAFT

MEDIA CONTACT: Monica Buchanan, Assistant Director, Communications
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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 washers, visitors, 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' dream world 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 *Superhero themed obstacle course* courtesy of Dave & Buster's in Manchester, Hole in the Wall Gang Camp superhero themed art activities, life size LEGO superhero statues, including the Batmobile!

Costumed window washers, 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.

Costumed Window Washers will drop by elevator bank windows.

WHERE: Connecticut Children's Medical Center
282 Washington Street
Hartford, CT

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

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 (OCCH) 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 Perra, Vice President, Communications, Stanley Black & Decker.

Press Release Deconstructed

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



Morning Communications

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



At Your Event

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



More Information

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

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www.nchh.org ♦ [@NCHH](https://twitter.com/NCHH) ♦ facebook.com/HealthyHousing

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Connecticut Children's
Healthy Homes Program

National Center for
HEALTHY HOUSING



National Safe and Healthy
Housing Coalition