

## **Community Training Session #4**

### **Media Relations, Press Releases & Facebook Ads**

#### *Media Relations - Lessons from Jasmyn Durham, NBC25*

- Contact the new stations. They want community stories to cover
  - [news@nbc25news.com](mailto:news@nbc25news.com)
  - [jdurham@sbgvtv.com](mailto:jdurham@sbgvtv.com)
    - Understand who you are pitching to. Morning reporters cover events that are about to happen. Afternoon reporters cover events that happened
- Add your events to the community calendar
- TV segments: segments are typically 90 to 120 seconds long. Speak in sound bites. Short statements are preferred. Prepare a quote that is no more than 20 seconds long
- Send a press release 3 to 7 days before the event. The preferred schedule is 7-14 days before, 3 days before and 1 day before.
- Send your press release to every TV station and media outlet
- Have a unique angle. Reporters like to speak with people involved in your event/program. If your event is annual, what is the theme of this year's event and how is it different from last year.

#### *Press Releases - Lessons from Jasmine Brown, Hamilton Community Health Network*

- Provide photos, videos, and event flyer with your press release. It helps the news team build the story
- Proofread your press release! Spelling errors are a big turn off.
- Include the 5 Ys (who, what, where, when & why). Producers need all of that detail in order to figure out if your event should be covered
- Send press releases to the proper reporters. Understand the type of stories covered by each reporter.
- If you have an event with a series of sessions, send everything together in one press release. It is acceptable to send updates throughout the event series.

#### *Boosted Facebook Posts - Lessons from Vanessa Ferguson, Action Communications*

- Download the Pages Manager app to your phone
- Understand your audience. Know exactly who you want to show your ad to on Facebook
- Write an engaging headline
- Include a relevant photo so the viewer has a good understanding of your event