

IT'S TIME TO APPLAUD THIS COUNTRY'S VOLUNTEERS

Media Relations Tip Sheet

A successful media campaign includes:

1. Media Kit
2. Public Service Announcement (PSA), Community Event Notice and Advertising
3. Interview
4. News Release

Begin by developing your key messages. They will be the foundation for your promotional material and interviews. Be sure to answer the 5 Ws: who, what, when, where and why.

Cultivate good relationships with local media. Create and maintain a current contact list of news media in your community.

1. MEDIA KIT

A media kit is a package that contains your promotional material. It can be distributed electronically or in hard copy before interviews.

Contents may include:

- News release (*more in Section 4*)
- Backgrounder
- Program of your activities or event
- List of partners/sponsors
- Brief biographies (if applicable)
- Organization fact sheet
 - *One page overview of your organization, what it does, who it serves, who your partners/sponsors are and the role of volunteers in your work*
- Contact information (media contact for your organization)

Tips:

- All materials should include your logo and contact information.
- Materials should be easy to read with lots of white space.
- Include a human-interest angle. Use quotes from volunteers or someone who has been affected by the work your volunteers do.

IT'S TIME TO APPLAUD THIS COUNTRY'S VOLUNTEERS

2. PSAs, COMMUNITY EVENT NOTICES AND ADVERTISING

PSAs, notices and ads are short announcements on television, radio, newspapers, social media and magazines.

Tips:

- For print, be brief. List the event or activity and include contact information or a website where people can get more information.
- Radio announcements should be about 10 - 60 seconds. Use short, simple sentences.
- Community television stations generally require copy that fits 24 - 30 characters per line (including spaces) and 8 - 10 lines of copy, and no less than three weeks' notice. Call the station for their exact requirements and deadlines.
- Ask if your charitable status can get you a lower rate. Also, ask for media sponsorship.

3. INTERVIEW

Though you should have one principal spokesperson, make sure to have an alternate should they be unavailable for an interview request.

For phone interviews, have notes in front of you that contain your key messages and other important things to mention such as sponsors. Newspapers may want an accompanying photograph. Make sure to get signed consent from the person appearing in the photograph.

4. NEWS RELEASE

A news release tells the media about an upcoming event or raises awareness about your organization. Keep the release to one page. Send it out on your organization's letterhead with contact information.

Tips:

- Start the release with a dynamic and factual introduction.
- Include a boilerplate (brief paragraph about your organization) and your organization's media contact person after the content.
- End with -30- centered on the page.
- Send the release out 1-2 weeks in advance for a weekly newspaper and 1-2 days in advance for other media (dailies, radio, television).
- Follow up with the editor or reporter to confirm that they received the release and ask them for an interview.

IT'S TIME TO APPLAUD THIS COUNTRY'S VOLUNTEERS

News Release Template

NEWS RELEASE

For immediate release

DATE OF RELEASE

WRITE YOUR TITLE HERE IN ALL CAPS & BOLD

YOUR CITY, PROVINCE | From April 19 to 25, Volunteer Canada and *(your organization)* celebrate Canada's 12.7 million volunteers during National Volunteer Week (NVW).

(Insert a few short sentences about your organization and its involvement with volunteers and NVW)

National Volunteer Week 2020 Events:

(Insert information about your organization's events)

(Insert boilerplate about your organization. Example below.)

Volunteer Canada (www.volunteer.ca)

Volunteer Canada provides national leadership and expertise on volunteerism to increase the participation, quality and diversity of volunteer experiences. Since 1977 we have worked closely with our network of more than 200 volunteer centers across Canada, over 1200 Volunteer Canada members, charitable and non-profit organizations, businesses, educational institutions, and government departments.

For more information, please contact:

(Name, title and contact information for your organization's media person)

- 30 -