



Fundamentals of Media Relations

Part 2: Writing

Presented by: Citizen Relations
February 2013

Good afternoon and welcome to the second webinar in the Fundamentals of Media Relations lunch and learn series from the *Network for a Healthy California* and Citizen Relations.

We're delighted to have you join us for this informative and educational three-part series designed to help you succeed in your media outreach.

In the first webinar we learned about the changing media landscape, the continued importance in news coverage in promoting public health and positive behavior change, and we also reviewed the components of a media plan.

We will now focus on writing for the media. A couple months ago, many of you were asked to participate in a survey about media relations and much of what you will learn today is in response to questions and requests from that survey.

We will explore traditional writing techniques in PR and also show you examples of written communications through social media channels.

PR Role in Making News

- Have news to share
- Be relevant and meaningful to audiences
- Provide it in a timely manner
- Deliver it in expected formats
- Offer the right amount of information
- Tell *and* sell the story



To begin, let's review the role of the communicator in media relations.

First, we must have news to share. During the last webinar, we included a list of what qualifies as news. Bottom line? It must be relevant and meaningful to new consumers.

It must also be timely. News audiences care most about the things that have immediate impact on their lives.

Today we're going to go into more detail about expected formats for news delivery. Media is changing. Back in the day, press releases were delivered by courier or by mail, then fax, then email, and now Tweets are acceptable communication with media.

We live in a fast-paced world and an even faster-paced media environment; media expect us to deliver news succinctly. If it's a story worth sharing, they'll ask for more.

It's incumbent on communicators to both tell and sell the story. It's the difference between simply showing you a new car versus promoting its features and benefits. Even great stories need a good sales pitch.

GETTING STARTED



Let's begin with a look at the needs and wants at the groups involved in the media relations process: the communicators, reporters and news consumers.

The 5 Ws

What?
When?
Where?
Who?
Why?



These three groups share a common need for the 5 Ws.

What – What is happening?

When – When is it happening?

Where – Where in time and/or place is it happening?

Why – Why did it happen or is it happening?

Who – Who is involved in what is happening? Who is it happening to?

ALL news includes these elements.

What You Want

Know

I want the audience to know that...

The *Network for a Healthy California—Children’s Power Play! Campaign* is launching the third annual “Power Up Your Summer!” Challenge. The goal of the Challenge is to encourage kids and their families to get at least 60 minutes of active play every day and eat more fruits and vegetables this summer.

Believe

I want the audience to believe that...

The battle against childhood obesity is at its height in the summer months. Studies show that kids gain weight more than twice as fast during the summer as they do during the regular school year. Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly fall into a “summer slump” of unhealthy behaviors.

Do

Based on what I’ve said, I want the audience to go do...

One of the best ways for parents to beat the “summer slump” in physical activity and healthy eating is to enroll their kids into a summer activity program. These programs provide scheduled play and healthy snacks as well as a safe place for children to learn and grow while parents work.

Key messages are the foundation of all communications. But instead of using the term key messages, we want to reframe the concept today into simply “what you want.”

With any communication, we are asking our audiences to react in some way. We want them to know something, believe something and then do something with that information.

Fill in these blanks and you have the early formation of your key messages.

Throughout this presentation we provide actual examples from the *Network for a Healthy California-- Children’s Power Play!* campaign. As we walk through the various types of written communications you’ll see how key messages

become the basis of everything else.

So let’s look at the core key messages for the annual “Power Up Your Summer” campaign. As a homework assignment, pay particular attention to news articles you read or reports you watch in the next few days. For each, ask yourself what you think the organization in the story is asking you to know, believe and do.

What Audiences Want

- Answer two key questions:
 1. What is happening or what happened?
 2. Why should I care?

You want the audience to know, believe and do something.

The audiences' needs are a bit more basic.

They want an answer to two key questions:

What is happening or what happened, and why should I care?

Self-interest and self-preservation is human interest and that's what we must appeal to in our story telling.



What Reporters Want

- Information
- Significance
- Focus
- Context
- Faces/People
- Form
- Voice

“...If people don’t learn anything from a story, they won’t keep reading.” – Jon Marcus

*“Newspapers need more real life stories about ordinary people.”
– Jack Hart*

<http://www.poynter.org/latest-news/top-stories/87684/nieman-narrations-tips-and-tales-from-top-storytellers/>

<http://www.pivotcomm.com/how-to/7-qualities-of-a-good-news-story-and-how-pr-professionals-can-benefit-from-knowing-them>



Donald Murray, former writer and writing coach at the *Boston Globe*, says there are seven elements to a good news story. PR professionals should understand them before pitching stories.

Information: You need to have concrete details. When reporters ignore your pitches, it is often because they lack substance. Think about the facts and details before you pitch a story.

Significance: Your story pitch may be of utmost important to your client, but what about media outlet's readers, listeners or viewers? If you are not thinking of the audience, it is likely you will strike out.

Focus: A good story is limited and focused. In PR, we often want a reporter to get all the details. If you give them too much, you will be disappointed. Remember what your core story idea is and stay focused in your pitch.

Context: Good news stories offer readers perspective. Again, your story idea might be of great interest to a company or organization, but you must help the reader understand the story idea in relation to a larger trend or issue.

Faces: Good stories include characters. Think about who will be the face of the story you pitch. Whomever you put forward should understand and be passionate about the story.

With our campaign, we are fortunate to have stories of Champions for Change throughout the state who are overcoming obstacles to live healthy and active lives. Our pitching is always more powerful and successful when we have Champion stories to share as part of the effort.

Form: Good news stories take shape and give the reader a sense of completion. Again, PR pros can help reporters to generate form by offering a well-rounded set of facts and sources for a story.

Think of your favorite book or movie. Like all good stories, it has a clear beginning, middle and end. It has a protagonist, an antagonist or conflict and a resolution. Frame your story the same way.

What is the problem? Who is working on the problem? What solutions did they implement? What was the result? What does it matter?

Voice: Good stories also include good conversations. The newsperson has a job to provide a narrative of facts and details; good, concise quotes will add color and accentuate points in the story.

Checklist

1. Have news
2. Articulate the five Ws
3. Prepare key messages
4. Identify the news hook



encourages the audience to say “tell me more.”

Here’s a check list to help you as you put pen to paper (or fingers to keyboard):

First, articulate your news in one or two sentences. Going back to your favorite movie or book, pretend you are giving someone a very brief synopsis of the story.

Then fill in the blanks for the 5Ws. Remember, you must have these elements.

Now write down what you want the audience to know, believe or do based on your news. Be specific.

Now that you have articulated your needs, turn your attention to the audiences’ and media outlets’ needs.

Identify the element or elements within your story that have the highest appeal for the media and the news consumer. This is your news hook. This answers the question “so what?” and

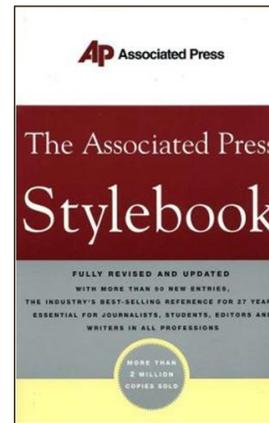
WRITING GUIDELINES



But there's still a bit more preparation you need to do before diving into your writing.

Before You Start

- Check for templates
- Plan for approval processes
- Follow Associated Press (AP) style
- Proofread!



Go to the Communications Resource Library and collect the templates you will need for media materials. All of the documents we are reviewing today are available in the library to make it easy for you.

Create a timeline for yourself. Learn about all of the approvals your documents will need to go through and plan for that in your timeline. We'll talk toward the end of the webinar about when you will need to distribute materials to media and you can work backwards from there.

Be sure to have the AP Stylebook handy or pull up their web site. This is the writing bible for journalists and PR professionals.

Assign one or more proofreaders to review your

documents as you go through the process and definitely for the final products. In fact, as you are going through the first few bullets here, run the information by a co-worker or friend who doesn't know as much as you. See if they agree on the elements of the story and the news hook.

Ensure Readability

- Use plain language
 - Write like you talk
 - Check your work on [StoryToolz.com](https://www.storytoolz.com)
- Make every word count
- Keep sentences short and to the point
- Eliminate jargon



Many of you asked about improving the readability of your materials. For the audiences we communicate with at the *Network*, we strive for a fifth-grade reading level.

Start by using plain language and that means writing like you talk. But there's a line to be drawn here. In plain language, contractions are okay, but slang is not.

Regardless of your confidence level, we encourage you to use [StoryToolz.com](https://www.storytoolz.com) to guide you.

Another way to improve readability is to make every word count.

Without realizing, we often include adjectives and qualifiers that are just unnecessary in the sentence. Reread your sentences and make sure that every word serves a purpose. Ask yourself – does the sentence work without this word? If the answer is yes, then take it out.

Keep your sentences short. At the fifth grade level that means about 20 words per sentence.

Most importantly, remove jargon. In the healthy industry we have a lot of jargon that is so embedded in our daily conversations that we forget other people don't understand what we mean. If you are unsure if it's jargon, consider whether a 9 or 10 year old child would know the definition of the word. If they wouldn't, come up with a way to say the same thing using words they'd understand.

Writing by the Numbers

- 464 words per article
- 23 words in the lead paragraph
- 20 words per sentence
- 4.8 characters per word
- 18 percent or less passive voice

We gave you a number a minute ago to use as a rule, so we thought we'd provide a few more for those who like formulas. This comes from Ann Wylie, the foremost writing coach in the PR industry. You can find many more tips on her blog.



Readability Example

1. Find safe outdoor places for kids to play, such as parks, recreation centers and pools.
2. Don't let the heat slow you down. Dancing and hide-and-seek are great indoor activities.
3. Limit TV and computer time to less than two hours per day.
4. Involve the entire family in reaching a goal of 60 minutes of play every day.
5. Fill half your plate with tasty summer fruits and vegetables at every meal.
6. Be a good role model. Your kids are more likely to make healthy choices if you do it too!



StoryToolz

Readability Statistics of Entered Text

▼ Reading Levels

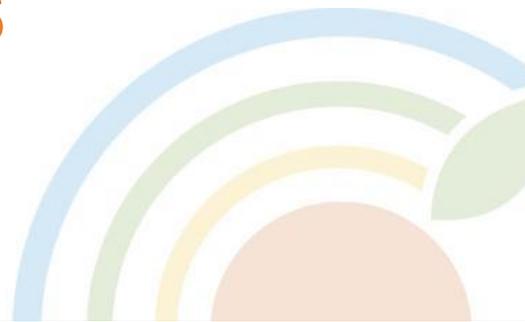
Flesch-Kincaid Grade Level	Grade 4.5
Automated Readability Index	Grade 4.3
Coleman-Liau	Grade 6.7
Flesch Reading Ease	82.4/100
Gunning fog index	Grade 7.1
Laesbarhedsindex (LIX) Formula	25.7 = below school year 5
SMOG Index	Grade 7.7
Average grade level	Grade 6.1 (mean of above)

▼ Sentence Information

Number of characters	381
Number of words	89
Characters per word	4.28
Syllables per word	1.34
Number of sentences	8
Words per sentence	11.1
Number of short sentences	2 (25%, 6 words or less)
Number of long sentences	0 (0%, 21 words or more)
Number of paragraphs	1
Sentences per paragraph	8.0
Number of questions	0 (0%)
Number of passive sentences	3 (38%)
Longest sentence	15 words long
Shortest sentence	5 words long

Here's an example of tips that were included in an article from the *Children's Power Play!* campaign. Running it through StoryToolz.com, you can see the readability index.

MEDIA MATERIALS



Now to the good stuff.
Media materials.

Core Media Materials

Press Release

Tells media what happened

Answers five Ws in first paragraph

Key messages weaved throughout

Inverted pyramid format

Limit to one or two pages (if possible)

Calendar Release

Invites public to attend your event

Answers five Ws for the public

Based on key messages and release

Bulleterd format

Limit to one or two paragraphs

Media Advisory

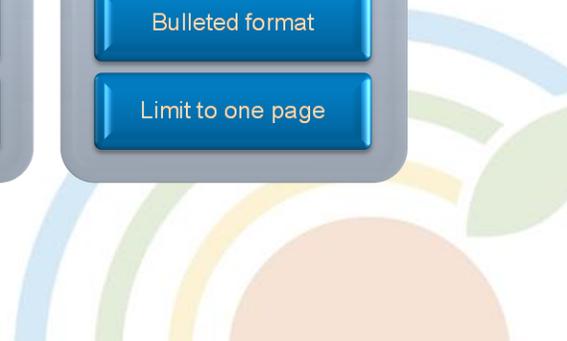
Invites media to attend your event

Answers five Ws for the media

Based on key messages and release

Bulleterd format

Limit to one page

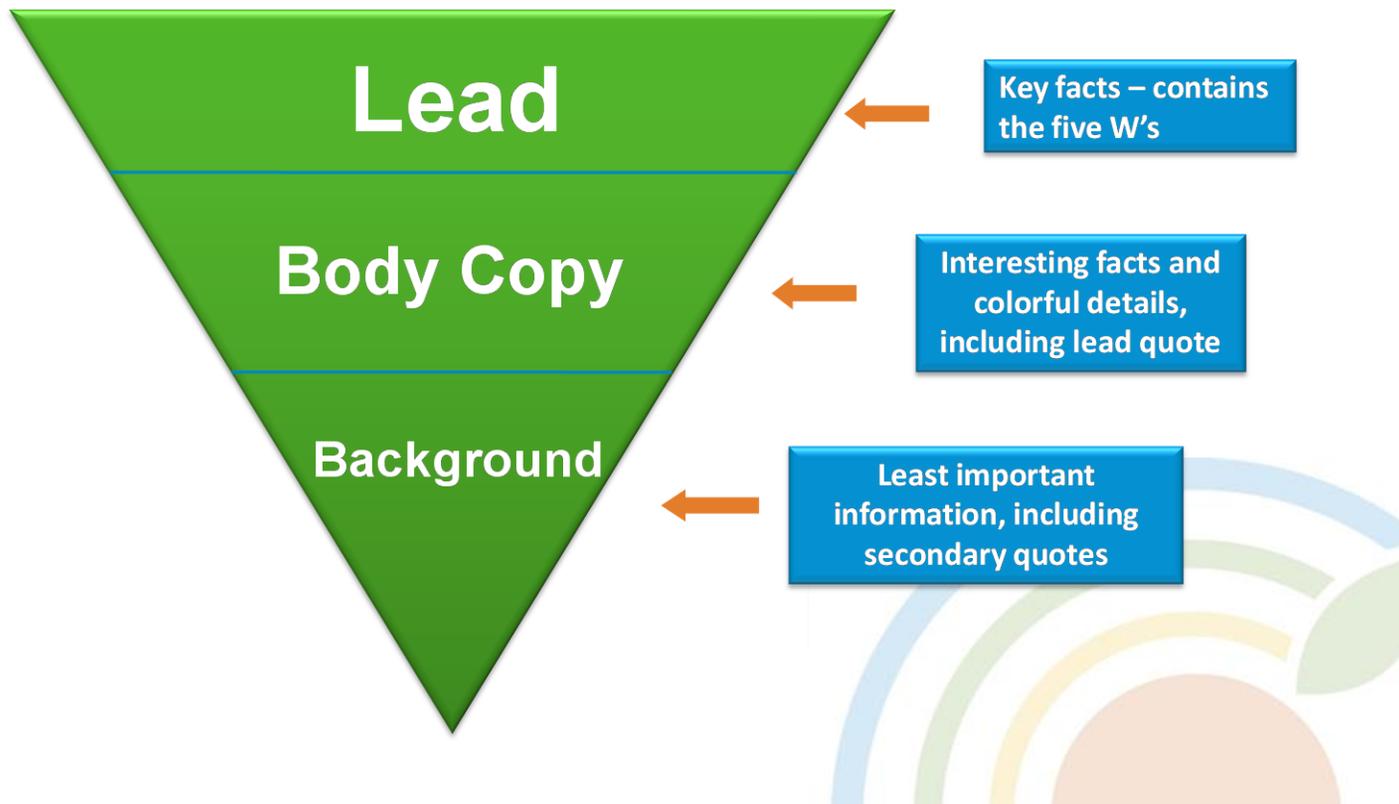


Release Styles

- Inverted Pyramid
 - Old School
 - Answer the 5 Ws in the first paragraph
 - Body provides supporting facts and details
 - Info decreases in importance as release continues
- Feature Style
 - New School
 - First paragraph introduces content
 - Answers 5 Ws creatively throughout
 - Body tells a story
 - Builds to a conclusion



Inverted Pyramid



Press Release



FOR IMMEDIATE RELEASE
[DATE]

CONTACT: [NAME]
[MOBILE]
[EMAIL]

IT'S TIME TO PLAY, [INSERT COUNTY/CITY]!

The Network for a Healthy California and Local Youth Organizations Kick Off "Power Up Your Summer" to Fight Childhood Obesity

[CITY, Calif.] -- The *Network for a Healthy California—Children's PowerPlay! Campaign (Network)*, in partnership with community youth organizations throughout the state, launched today the fourth annual "Power Up Your Summer!" Challenge to encourage kids and their families to get at least 60 minutes of active play every day and make half their plate fruits and vegetables all summer.

Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly fall into a "summer slump" of unhealthy behaviors like continuous snacking and spending more time in front of the screen.

"Enrolling kids in a summer activity program is one of the best ways for parents to help their kids be active and eat healthy while school is out. These programs provide scheduled play and healthy snacks as well as a safe play for children to learn and grow while parents are at work," said [INSERT NETWORK SPOKESPERSON].

The "Power Up Your Summer!" Challenge will kick off with "PLAY! Week" June [INSERT DATE TO DATE] during which [INSERT COUNTY] area youth organizations will guide kids in super-charged games and other fun activities such as hula-hoop, jump rope, dancing and more to reach daily goals for active play. Local kids will log more than [INSERT REGIONAL PLAYTIME GOAL] minutes of active play by the end of the week, helping [INSERT NAME OF COMMUNITY] jump start an active summer.

The *Network* will continue to lead activities throughout the summer, including [TO BE CUSTOMIZED].

ALTERNATIVE (If you are not holding PLAY! Week): In [INSERT COUNTY] area, the "Power Up Your Summer!" Challenge will include [TO BE CUSTOMIZED]

As part of the Challenge, the *Network* also promotes services that help families that are struggling to put healthy food on the table. [INSERT PARTNER] offers free summer meal programs for kids to make sure they continue to eat healthy foods while school is out.

For more information, tips and recipes, go to www.cachampionsforchange.net or find us on Facebook at facebook.com/networkforahealthycalifornia.

###

By the numbers:
Keep headlines and
subheads to less
than 23 words total.



FOR IMMEDIATE RELEASE
[DATE]

CONTACT: [NAME]
[MOBILE]
[EMAIL]

IT'S TIME TO PLAY, [INSERT COUNTY/CITY]!

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"Enrolling kids in a summer activity program is one of the best ways for parents to help their kids be active and eat healthy while school is out. These programs provide scheduled play and healthy snacks as well as a safe play for children to learn and grow while parents are at work," said [INSERT NETWORK SPOKESPERSON].

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###

By the numbers:
Keep headlines and
subheads to less
than 20 words total.



FOR IMMEDIATE RELEASE
[DATE]

CONTACT: [NAME]
[MOBILE]
[EMAIL]

IT'S TIME TO PLAY, [INSERT COUNTY/CITY]:

The Network for a Healthy California and Local Youth Organizations Kick Off "Power Up Your Summer" to Fight Childhood Obesity

[CITY, Calif.] – The Network for a Healthy California—Children's Power Play! Campaign (Network), in partnership with community youth organizations throughout the state, launched today the fourth annual "Power Up Your Summer!" Challenge to encourage kids and their families to get at least 60 minutes of active play every day and make half their plate fruits and vegetables all summer.

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"Enrolling kids in a summer activity program is one of the best ways for parents to help their kids be active and eat healthy while school is out. These programs provide scheduled play and healthy snacks as well as a safe play for children to learn and grow while parents are at work," said [INSERT NETWORK SPOKESPERSON].

The "Power Up Your Summer!" Challenge will kick off with "PLAY! Week" June [INSERT DATE TO DATE] during which [INSERT COUNTY] area youth organizations will guide kids in super-charged games and other fun activities such as hula-hoop, jump rope, dancing and more to reach daily goals for active play. Local kids will log more than [INSERT REGIONAL PLAY TIME GOAL] minutes of active play by the end of the week, helping [INSERT NAME OF COMMUNITY] jump start an active summer.

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FOR IMMEDIATE RELEASE
[DATE]

CONTACT: [NAME]
[MOBILE]
[EMAIL]

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The battle against childhood obesity is at its height in the summer months. In fact, research shows that kids gain weight more than twice as fast during the summer as they do during the regular school year. Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly fall into a "summer slump" of unhealthy behaviors like continuous snacking and spending more time in front of the screen.

- **Who?** Network for a Healthy California and youth organizations
- **What?** Launched the fourth annual "Power Up Your Summer" Challenge
- **When?** Today
- **Where?** Your city
- **Why?** To encourage kids and their families to get...



FOR IMMEDIATE RELEASE [DATE]

CONTACT: [NAME] [MOBILE] [EMAIL]

IT'S TIME TO PLAY, [INSERT COUNTY/CITY]!

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Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly fall into a "summer slump" of unhealthy behaviors like continuous snacking and spending more time in front of the screen.

"Enrolling kids in a summer activity program is one of the best ways for parents to help their kids be active and eat healthy while school is out. These programs provide scheduled play and healthy snacks, as well as a safe play for children to learn and grow while parents are at work," said [INSERT NETWORK SPOKESPERSON].

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The Network will continue to lead activities throughout the summer, including [TO BE CUSTOMIZED].

ALTERNATIVE (if you are not holding PLAY! Week): In [INSERT COUNTY] area, the "Power Up Your Summer!" Challenge will include [TO BE CUSTOMIZED]

As part of the Challenge, the Network also promotes services that help families that are struggling to put healthy food on the table. [INSERT PARTNER] offers free summer meal programs for kids to make sure they continue to eat healthy foods while school is out.

For more information, tips and recipes, go to www.championsforchange.net or find us on Facebook at [facebook.com/networkforhealthyca](https://www.facebook.com/networkforhealthyca).

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For CalFresh information, call 877-947-3663. Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.championsforchange.net for healthy tips. ©California Department of Public Health

By the numbers:
Keep body copy to
250 to 400 words.
One page is ideal.

Generally speaking, in a press release, the first paragraph addresses your 5Ws. The following paragraphs should each contain a key message either articulated as a paragraph or a quote. Most press releases have only one or two quotes. The final paragraph should include where the public can get more information.

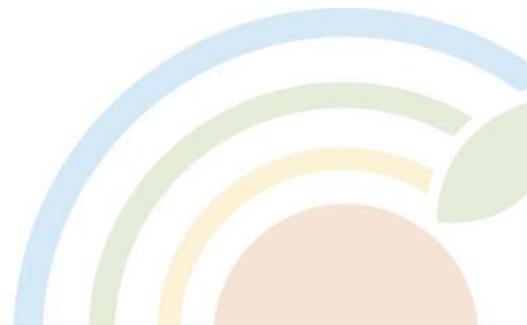
Beyond the press release contact (after the hash marks) is where you would include what we call a "boiler plate." This is the basic information on the key organizations involved. This goes after the hash marks as it's not essential information to the story, but is important for the reporter to have.

If your organization is well-known to the media, like a county health department, the boilerplate may not be necessary.

Headlines

- Draft it first, but finish it last
- Summarize the story
- Keep it to one line
- Focus on the reader
- Use active voice

Remember, at the very beginning of this process you identified your news hook. Often, the hook becomes your headline.



Sample Headlines

Network for a Healthy California and Youth Organizations Join Forces
Health Advocates Urge Kids to “Power Up Your Summer!”

Mayor Wilson Proclaims June as Power Up Month
Mayor Wilson Joins Local Kids in Summer Health Challenge

Kids More Likely to Gain Weight in Summer
Help Your Kids Beat the Summer Slump

Original Headlines

Improved Headlines



Quotes



- Most releases include quotes
- Quotes should reinforce key messages
- Avoid fluff – say something that matters
- Use the correct order for quotes
- Limit the number – not *EVERYONE* gets to see their name in print!



Sample Quote

- “We’re excited about helping parents and kids stay healthy this summer. It’s so important that they eat good food and get active every day,” said spokesperson.

Why is this a weak quote?

- Vague
- Lacks specific action
- Doesn’t deliver a key message
- Doesn’t give the reporter a sense of what this spokesperson has to offer in an interview
- Does it matter how the organization feels?

Sample Quote

- **WEAK:** “We’re excited about helping parents and kids stay healthy this summer. It’s so important that they eat good food and get active.”
- **STRONG:** "Enrolling kids in a summer activity program is one of the best ways for parents to help their kids be active and eat healthy while school is out. These programs provide scheduled play and healthy snacks as well as a safe place for children to learn and grow while parents are at work," said spokesperson.



Calendar Release



CALENDAR RELEASE

FOR IMMEDIATE RELEASE

[DATE OF DISTRIBUTION]

[Insert County] COUNTY KIDS TO CELEBRATE "PLAY! WEEK"
*Network for a Healthy California—Children's Power Play! Campaign and [Insert CYO]
Host Event to Help Local Kids Beat the Summer Slump*

Join the *Network for a Healthy California—Children's Power Play! Campaign* and [INSERT CYO] for "Play! Week" events on [INSERT DATE] from [INSERT TIME] at [INSERT CYO] in [INSERT CITY]. The third annual event is part of a statewide effort to empower kids to add more active play and eat more fruits and vegetables this summer to combat the "summer slump" in physical activity and healthy eating.

Free to the public, "Play! Week" events will offer a variety of fun activities to help kids get the recommended 60 minutes of moderate to vigorous physical activity they need every day. Activities will include*:

*List event activities and other key points (see examples below):

- Note if any dignitaries or other special guests attending
- Local Champion Mom [INSERT NAME] from [INSERT CITY] leading physical activities with kids and preparing nutritious, budget-friendly snacks to keep kids energized
- Local kids participating in group games and activities like hula-hoop, jump rope and dancing
- Local kids logging their active play to keep them on track with their personal physical activity goals for the summer
- Note if materials or giveaways will be provided such as cookbooks, recipe cards, etc.

[INSERT CYO] is located at [ADDRESS, CITY AND STATE]. For healthy tips and recipes, visit www.cachampionsforchange.net or [INSERT REGION'S WEB SITE].

MEDIA CONTACT:
Local Contact Name
Phone: (XXX) XXX-XXXX
E-mail: XXXXX

###

Media Advisory



MEDIA ADVISORY



IT'S TIME TO PLAY, [INSERT COUNTY/CITY]!

The Network for a Healthy California and Local Youth Organizations Kick Off "Power Up Your Summer" to Fight Childhood Obesity

WHAT: The Network for a Healthy California--Children's Power Play! Campaign (Network) and [INSERT NUMBER OF PARTICIPATING CYOs] local community organizations in the [INSERT COUNTY] area will launch the fourth annual "Power Up Your Summer Challenge" to encourage kids and their families to get at least 60 minutes of active play every day and eat more fruits and vegetables all summer.

The Challenge will kick off with "PLAY! Week" June [DATE TO DATE] during which kids will enjoy super-charged group games and fun personal play activities guided by partnering local youth organizations like [INSERT EXAMPLE]. By the end of the week, kids will log more than [INSERT REGIONAL PLAYTIME GOAL] minutes of active play to jump start a healthy and active summer.

WHY: The battle against childhood obesity is at its height in the summer months when kids can quickly fall into a "summer slump" of unhealthy behaviors. In fact, research shows that kids gain weight more than twice as fast during the summer as they do during the regular school year. As summer break begins, now is an important time for kids and families to pledge to be active and eat well together.

WHEN: [INSERT EVENT DATE]
[INSERT BEST TIMEFRAME FOR MEDIA ATTENDANCE]

WHERE: [INSERT CYO NAME]
[INSERT CYO STREET ADDRESS]
[INSERT CITY, ZIP]

WHO:

- [INSERT BULLET LIST OF THOSE AVAILABLE TO BE INTERVIEWED AT THE SITES, INCLUDING CYO LEADERS, CHILDREN, HEALTH ADVOCATES, CHILDREN'S POWER PLAY! CAMPAIGN SPOKESPERSONS, ETC.]
- Other expert interview sources can be arranged.

VISUALS: Youth leaders will guide kids in games and activities, such as hula-hoop, jump rope and dancing. Kids will log their playtime minutes on a colorful wall poster.

CONTACT: [INSERT REGIONAL COORDINATOR CONTACT INFORMATION, INCLUDING OFFICE PHONE, CELL PHONE AND E-MAIL ADDRESS.]

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Additional Media Materials

- Print-ready articles
- Letters to the editor
- Op-eds

The length of an op-ed depends on the publication so always check their website first for guidelines, but generally it's a good idea to shoot for 400-500 words.

Op-ed guidelines://cabs.msu.edu/news/op-ed.html



Print-Ready Article



Help Your Kids be Champions this Summer

Word Count: 378

During this summer of champions, parents can help their kids be gold medal winners by powering up with daily physical activity, delicious fruits and vegetables, and plenty of water.

"Healthy foods help kids concentrate and do better in school, build strong bodies and feel good about themselves," explains [SPOKESPERSON, TITLE].

However, without the benefit of scheduled meals, snacks and recess provided during the school day, too many kids fall into a "summer slump" of unhealthy behaviors, such as spending more time indoors watching TV, playing video games, and continuously snacking on unhealthy foods.

"Many parents don't realize that the battle against childhood obesity is actually at its height in the summer months," said [SPOKESPERSON]. "In fact, studies show that kids gain weight more than twice as fast during the summer as they do during the regular school year."

The *Network for a Healthy California—Children's Power Play! Campaign (Network)* has partnered with summer activity programs across California for the "Power Up Your Summer!" Challenge to encourage kids and their families to get at least 60 minutes of active play every day and eat more fruits and vegetables this summer.

Parents should also take an active role in making sure their kids are eating well and staying active all summer long. [SPOKESPERSON] offers these five tips to avoid the summer slump:

1. Find safe outdoor places for kids to play, such as parks, recreation centers and pools.
2. Don't let the heat slow you down. Dancing and hide-and-seek are great indoor activities.
3. Limit TV and computer time to less than two hours per day.
4. Involve the entire family in reaching a goal of 60 minutes of play every day.
5. Fill half your plate with delicious summer fruits and vegetables at every meal.
6. Be a good role model. Your kids are more likely to make healthy choices if you do it too!

"We all want to raise our kids to be champions in whatever they do," said [SPOKESPERSON]. "Healthy habits like eating fruits and vegetables, drinking plenty of water and being active every day are the building blocks to success."

To learn more about the "Power Up Your Summer!" Challenge, and for resources, tips and recipes, go to www.cachampionsforchange.net or find us on Facebook at facebook.com/networkforahealthycalifornia.

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SOCIAL MEDIA



What we covered so far are materials that go to media. Social media has opened up the opportunity for us to deliver our news directly to our target audiences. As we learned in the last webinar, people are increasingly getting information from digital sources and social media like Twitter and Facebook.

Status Updates

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- Include numbers
- Readability – fifth grade is best
- Drop adjectives and adverbs
- Add value (top, best, most, how, why)
- Appeal to human interest
- Focus on the reader

“...People shared headlines written at the fifth-grade level 15 percent more often than average. At the ninth-grade level, people passed along the headlines 10 percent more often than average.” – Dan Zarella

<http://www.wyliecomm.com/2010/06/get-your-share-on-facebook/>

Source: *Public Relations Tactics*, September 2012, by Ann Wylie.

Dan Zarella, social media scientist.

More on Status Updates

- Engagement rates: photos (72%), links (13%), text only (9%) and video (6%)
- 10 words are the most effective
- Encourage people to *comment* or *share*...but not *like*
- Call to action at beginning of posts drive higher engagement



Network's Most Popular



What do you think made this the most liked and shared status update?

And the Runner Up?

facebook Search for people, places and things

Champions for Change

Network for a Healthy Calif... Timeline 2012 Liked

Hi I'm Antonio. I'm a single father and Champion Dad to a 6-year old son who is the love of my life. In 2010, I was dignosed as a pre diabetic with high blood pressure. I knew I had to make a change for my son, and with the Network's help, I made small changes to my eating and exercise habits. To date I have lost over 100 lbs and have no trace of high blood pressure or diabetes. I look forward to sharing ideas with other Champions for Change of what worked for me.

Like · Comment · Share 71 13 3

Tweets



- 140 characters (less to allow retweets)
- Readability and retweetability
- Use proper punctuation
- Offer how-to stories
- Include links
- Deliver relevant, valuable and helpful information
- Add a visual



Tweeting 101



Resource for shortening URLs: bitly.com

Tweeting 101

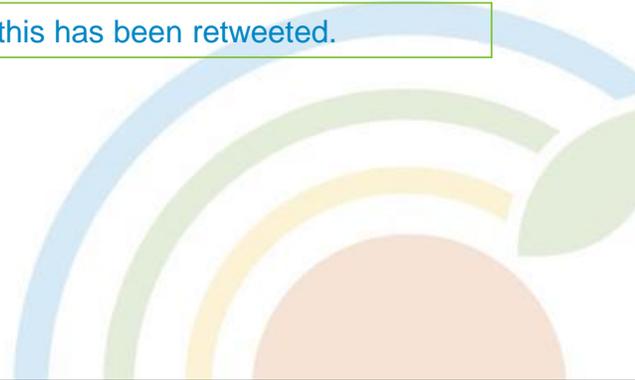
Comment from this user

Indicates the following content is retweeted

Tami Dennis @Tami_Dennis 12 Dec
I got my booster. Who's with me? RT @MayoClinic Tips for whooping cough prevention [mayocl.in/W3FfjB](https://www.mayoclinic.org/health/whooping-cough-prevention/WH513671) #nbcnewshealth
Expand

The original user

Note: On the @mayoclinic feed, followers will see that this has been retweeted.



Putting it All Together

- Key Messages
 - Studies show that kids gain weight more than twice as fast during the summer as they do during the regular school year.
 - One of the best ways for parents to beat the “summer slump” in physical activity and healthy eating is to enroll their kids into a summer activity program.
- Quote:
 - "Enrolling kids in a summer activity program is one of the best ways for parents to help their kids be active and eat healthy while school is out. These programs provide scheduled play and healthy snacks as well as a safe place for children to learn and grow while parents are at work," said spokesperson.
- Status Update:
 - Fact: Kids gain weight faster in summer than during the school year. Keep your kids healthy in a summer activity program.
- Tweet:
 - Kids gain weight faster in summer than during the school year. Quick tips to beat the #summer slump: bit.ly/W5A4PK #childhoodobesity

What type of visual would you pair with this status update?



Q&A

