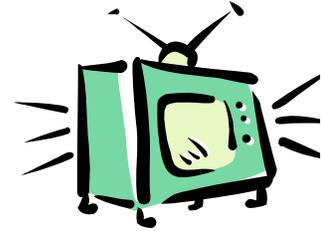




Working with the Media



A quick and often effective way to get the word out about WIC is through the media – newspapers, radio, and television. Media coverage is a great way to bring WIC to the attention of the public and to build community support.

Types of Media

There are two main types of media: **print** and **broadcast**.



Print media include:

- Newspapers
- Magazines (including free community parenting magazines)
- Ethnic magazines and newspapers
- Flyers
- Local publications
- Bus bench ads
- Bus shelter ads
- Billboards
- Press Releases
- Media Advisories



Broadcast media include:

- Radio
- Television (including cable and satellite television)

These can be accessed through:

- Public service announcements (PSAs)
- Paid commercials
- Talk shows
- Community shows
- Community calendars

Choosing Your Media

Which type of media should you use? The type of media you use depend on how much, who, what, where, when, and why:

- **How much** money do you have to spend?
- **Who** is your target audience?
- **What** is the most effective media type for your population?
- **Where** do you want your information to appear? Is there a specific location and region?
- **When** do you want it to air or appear?
- **Why** should the media be interested in covering your story or event?

Media Contacts

WIC staff usually provide the content for media activities. (Ads, public service announcements, and press releases are available on this website and in the *California WIC Local Marketing Kit*.) Work with media personnel to get your media customized, on the air, or published. The two charts that follow list the types of media and the person you would contact for each.

 Print	
Type of Media	Contact
Newspapers/magazines	<ul style="list-style-type: none"> • Editor or columnist specializing in the section appropriate for your story content (for press releases) • Display advertising department (for display ads) • Community Calendar contact (for community events)
“Pennysaver” -type magazine (paid advertising)	Display advertising department
Bus cards/bus shelters/billboards (paid advertising)	Advertising department of local transportation authority or billboard company (outdoor advertising)

 Broadcast	
Type of Media	Contact
Radio-PSAs	Public service director
Radio (paid advertising)	Producer
Television-public interest stories	Community news director
Television-PSAs	Public service director
Television (paid advertising)	Producer

What Is Newsworthy?

How do you know if your item is newsworthy? Ask yourself the following questions:

- *Is it timely or current?*
- *Is it of interest to the general population?*
- *Is it a “first” news story that has not been heard or said before?*
- *Is it true, accurate, and can it be confirmed?*
- *Is it good news?*
- *Is the information clear and concise (location, time, and other important information)?*
- *Is it ethnically appropriate?*

Tips for Meeting with the Media

- When you call a reporter, begin with, *“Is now a good time to talk with you about...?”*
- Do NOT give up if an editor turns you down. Try another section of the same paper or a different paper. Never pitch the same story to a second editor unless the first has turned you down.
- Rely on the newsworthiness of your story. Do not use gimmicks.
- Be truthful. Do not exaggerate, otherwise you lose credibility.
- Be timely. Respond to questions and requests as quickly as possible. Return calls promptly since reporters have to meet deadlines.
- Provide a fact sheet and any other materials that may be relevant to the story and your agency. Offer to review any materials for accuracy.
- Say only what you want reported. Never say something you do not want reported. Reporters are always on duty.

Media Tools

Here are four media tools you may wish to use:

1. Fact sheet
2. Press release
3. Interviews
4. Media Advisory

1. Fact Sheet

A fact sheet contains general information about WIC. When designing your fact sheet you may wish to include the following:

- A brief **summary of the WIC Program**, including its mission and health care savings.
- **Information about WIC services**: nutrition education, WIC foods, referrals to other health and community services, and breastfeeding support. Include the importance of these services for good health and how participants obtain them.

- **Statistics**, such as number of participants served last month and any recent changes, amount of food dollars spent in the community, number of people potentially eligible for the WIC Program.
- **Eligibility requirements** for the WIC Program.
- **The civil rights statement** (WPM Policy 510-30).
- **Contact information** including names, addresses, and phone numbers, as appropriate.

2. Press Release

A press release or news release is useful when you want to share information such as the benefits of the program for children and pregnant women, the benefits of healthy, active living, or a change in your program. When writing a press release:

- Format properly: Put the subject, contact person's name, and telephone number at the top. Use wide margins and double space content. **Note: to ensure that the editor reads your press release, make sure to submit it in the proper format. An editor may not read a press release if it is not formatted properly!**
- Answer the questions: *Who? What? Where? When? How? and Why?*
- Tell the practical importance of your announcement. What impact will your news have on people's lives?
- Make sure it is timely and attention-getting.
- Be clear, brief, and focused.
- Use common terms. If you use abbreviations, define them.
- Close with contact information and a phone number.
- Suggest photographic possibilities, when applicable. Remember to obtain consent forms when you arrange a photo session.

Refer to the following pages for format and content for some press releases.

CONTACT: **Name here**
WIC Office here
Phone number here
FOR IMMEDIATE RELEASE
DATE HERE

***TYPE YOUR HEADLINE HERE IN ALL CAPITAL
LETTERS, AND MAKE THE FONT BOLD***

IF YOU HAVE A SUBHEAD, TYPE IT HERE IN ALL CAPITAL
LETTERS, ITALIC

INSERT YOUR CITY HERE, Calif. (insert date here) — Write the most important and attention-getting fact in this first sentence. Then include all supporting details, such as who, what, when, where, and why. This information should all be in the first paragraph.

Be sure to keep the press release as concise as possible. If you need to write more than one page, type the word MORE in capital letters at the bottom of the first page. At the top of the second page, start with the headline of your story, and page number, in bold. At the end of your press release, type three pound signs, centered in the middle, as shown below. Be sure to include your contact information so the press can call you with questions.

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3. Interviews

A reporter or editor may ask for an interview with a WIC staff person. If you are interviewed:

- Be prepared! Offer to prepare a list of questions and answers or ask if you can get the questions beforehand. Practice responding to these questions.
- Provide supplemental information such as a fact sheet, brochures, and a media packet. Reporters may need the information to more fully understand your program.
- Make sure you understand the question asked. Ask to have the question repeated or restated if you are not sure.
- Be concise. Speak in brief, focused sentences.
- Refer any sensitive questions to the Director or say *“I don’t know. I will get back to you on that.”*
- Never speak “off the record”.

4. Media Advisory

A media advisory is an advisory sent to the media to announce an event.

Here is a media advisory template:

Media Advisory Template

DATE: <Day of Week>, <Month> <Day>, <Year>
TO: <Name of Reporter/Editor>
<Name of Publication>
FAX: <Fax Phone Number>
FROM: <Media Contact Name>
<Business Phone Number>
<Pager Number>

WHAT	<Clearly state the news or event.>
WHO	<List who is speaking and what they'll discuss.>
WHEN	<Month> <Day>, <Year> at <Hour>:<Minutes><AM or PM>
WHERE	<Location name and address; include directions if necessary>
CONTACT	<Media Contact Name> <Phone/Pager to call <u>before</u> the event> <Phone/Pager to call <u>during</u> the event>