



## **MEDIA OUTREACH GUIDE FOR TEAMS 2007 SAMPLE DOCUMENTS**

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## **SAMPLE MEDIA ALERT**

*(from the National Association of State Boards of Education [NASBE], Building Business Support for School Health Programs)*

Personalize bold copy in brackets and reproduce on your campaign letterhead.

The following is a sample media alert announcing a ribbon-cutting ceremony held by the **[Healthy Schools Network]**.

DATE: **[Date]**

WHAT: More than **[number]** people will gather for a ribbon-cutting ceremony held by the **[Healthy Schools Network]** at **[name of school]**, the first school in the **[town/community]** area to implement coordinated school health programs (CSHPs). Attendees include **[spokesperson]** and representatives of **[business sponsor]** as well as students, educators, and representatives from prominent local community organizations.

WHEN: **[Day, Date]**  
**[Time]**

WHERE: **[Location, address]**  
**[Directions if necessary]**

WHY: This ceremony kicks off an innovative school health program in **[area]** that effectively incorporates health and physical education, nutrition programs, and health services that improve and maintain the health of kids to allow them to fulfill their learning potential.

INTERVIEW OPPORTUNITIES:

**[Spokesperson]** and **[business sponsor]** will be available for on-site and pre- and post-event interviews.

BACKGROUND:

CSHPs are integrated, planned, school-based programs that are designed to promote the physical, emotional, and educational development of students. They include health education and promotion, disease prevention and access to health-related services.

The **[Healthy Schools Network]** is an umbrella organization dedicated to improving the health of our children and youth through CSHPs. These groups and individuals include local health and education leaders, politicians and government officials, community leaders, business leaders, and community-based organizations.

CONTACT: **[Name, title, phone number]**

## **SAMPLE NEWSPAPER DATA SHEET**

*(from ADA's "Working with the Media")*

Use this document to keep information gathered when compiling your media contact list.

### **Newspaper Data Sheet**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_

DAILY \_\_\_\_\_ WEEKLY \_\_\_\_\_ A.M. \_\_\_\_\_ P.M. \_\_\_\_\_ SUNDAY EDITION \_\_\_\_\_

CIRCULATION \_\_\_\_\_

DEADLINES \_\_\_\_\_

LOCAL OFFICE/STRINGER \_\_\_\_\_

#### **TITLE NAME PHONE**

General Manager \_\_\_\_\_

Editor-in-Chief \_\_\_\_\_

Managing Editor \_\_\_\_\_

Assistant Managing Editor \_\_\_\_\_

Editorial Page Editor \_\_\_\_\_

City Editor \_\_\_\_\_

Features Editor \_\_\_\_\_

#### **SPECIAL SECTIONS NAME PHONE**

Metro \_\_\_\_\_

Entertainment \_\_\_\_\_

Lifestyle \_\_\_\_\_

Sports \_\_\_\_\_

Business \_\_\_\_\_

Religion \_\_\_\_\_

Sunday \_\_\_\_\_

Sections \_\_\_\_\_

Food \_\_\_\_\_

Medical/Health \_\_\_\_\_

# **SAMPLE TELEVISION DATA SHEET**

*(from ADA's "Working with the Media")*

Use this document to keep information gathered when compiling your media contact list.

## **Television Station Data Sheet**

STATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_

TITLE NAME PHONE

Station Manager \_\_\_\_\_

News Director \_\_\_\_\_

Public Service Director \_\_\_\_\_

Community Affairs Director \_\_\_\_\_

News Assignment Editor \_\_\_\_\_

Health/Medical Reporter \_\_\_\_\_

Local Talk Show Host \_\_\_\_\_

**PUBLIC SERVICE ANNOUNCEMENTS (PSAs)**

Length \_\_\_\_\_

Format \_\_\_\_\_

Deadlines \_\_\_\_\_

Additional Comments \_\_\_\_\_

**DAILY NEWS PROGRAMS**

**PROGRAM FORMAT CONTACTS**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SAMPLE RADIO DATA SHEET**  
(from ADA's "Working with the Media")

Use this document to keep information gathered when compiling your media contact list.

**Radio Station Data Sheet**

STATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_

FORMAT (e.g., news, rock, country/western, call-in) \_\_\_\_\_

TITLE NAME PHONE

Station Manager \_\_\_\_\_

News Director \_\_\_\_\_

Public Service Director \_\_\_\_\_

Program Director \_\_\_\_\_

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Length \_\_\_\_\_

Format \_\_\_\_\_

Deadlines \_\_\_\_\_

Additional Comments \_\_\_\_\_

\_\_\_\_\_

PUBLIC AFFAIRS PROGRAMS/TALK SHOWS

PROGRAM FORMAT CONTACTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **SAMPLE PRESS CONFERENCE CHECKLIST**

*(from the National Association of State Boards of Education [NASBE], Building Business Support for School Health Programs)*

### **CHECKLIST FOR IDENTIFYING A PRESS CONFERENCE LOCATION**

Location \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Contact \_\_\_\_\_

Possible rooms and seating capacity \_\_\_\_\_

\_\_\_\_\_

Dates available \_\_\_\_\_

Costs \_\_\_\_\_

#### Considerations:

- |                                                                 |                                                                  |
|-----------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Convenience of location for press      | <input type="checkbox"/> Accessibility for disabled individuals  |
| <input type="checkbox"/> Availability of parking                | <input type="checkbox"/> Access to public transportation         |
| <input type="checkbox"/> Bad weather alternatives (if outdoors) | <input type="checkbox"/> Condition/care of grounds (if outdoors) |
| <input type="checkbox"/> Security available                     | <input type="checkbox"/> Audiovisual support                     |
| <input type="checkbox"/> Platform/stage                         | <input type="checkbox"/> Room for cameras                        |
| <input type="checkbox"/> Lighting                               | <input type="checkbox"/> Ventilation                             |
| <input type="checkbox"/> Air conditioning/heat                  | <input type="checkbox"/> Acoustics/microphones                   |
| <input type="checkbox"/> Electrical outlets                     | <input type="checkbox"/> Tables, chairs                          |
| <input type="checkbox"/> Reception area                         | <input type="checkbox"/> Signs                                   |

Notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SAMPLE PITCH LETTER FOR MEDIA

(from USDA's "Changing the Scene")

The pitch letter summarizes the story idea you're offering a reporter. It explains why the story is newsworthy and why it would interest the audience. Remember, to get the reporter's attention, your letter must stand out.

Ms. Jane Burke  
Education Reporter  
WU4N-TV  
Freemont, NC 27423

Dear Ms. Burke:

What looks like a food court, sounds like a food court, and draws the same teenage crowd? The new Lofton High School dining room! Three months plus \$200,000 and a lot of remodeling equals one completely new dining experience for students. It is scheduled to premier the day that school opens, September 5.

Gone are the institutional green walls of yesterday and the rows and rows of rectangular tables. Now, students' art decorates the walls, and round dining tables encourage socializing. We expect at least a 50 percent increase in the number of nutritious lunches we serve each day.

Students will choose from one of five stations—each serving a variety of attractive, tasty, and nutritious foods. The foods being served are the ones that the students themselves, along with the faculty and staff, told us they wanted. And although it is fast and tastes as good as the food at the mall, it wins the nutrition contest hands down because it's made with new lower fat recipes and include lots of lean meats, fresh fruits, vegetables, whole grains, and low-fat dairy products.

We invite you and your crew to join us for lunch September 5 at the premier of the Lofton High School dining room. The school is located at 7350 Holmes Road in Freemont. I will call you in a couple of days to confirm the date and arrange for close-in parking.

Sincerely,

Lynn Pierce  
Director, Community Relations  
Freemont School District

## **SAMPLE LETTER TO THE EDITOR**

*(from USDA's "Changing the Scene")*

Each fall, many local newspapers run "back-to-school" stories. The following sample letter to the editor is written in response to such a hypothetical article. A parent, school nutrition director, school administrator, community leader or any other supporter of your message can sign this kind of letter. It should focus on one or more of the components of a healthy school nutrition environment.

Roland R. Kelly, Editor  
Daleview Journal  
237 Burton Avenue  
Fair Lakes, NJ 32505

Dear Mr. Kelly:

This letter is in response to your article headlined "Let's Keep Our Focus on the Classroom" that ran on August 5. As the school year begins, I would like to stress the importance of linking the classroom to the school dining room and the gymnasium.

There is no question that food and fitness affect how children learn. Yet we have seen an alarming trend away from physical education requirements in public schools across the country. We are becoming a sedentary people—at home and at work, as well as at school. After we drive them home from school, our kids watch television and use computers. And fewer schools require them to be physically active during the day. Only one state requires students in grades K-12 to take physical education every day.

Lack of exercise, combined with a diet too high in fat and too low in fruits and vegetables, has caused obesity among the young to skyrocket. The percentage of young people who are overweight has more than doubled since 1970 – 5.3 million children are now seriously overweight. Obesity is associated with a variety of risk factors for heart disease as well as cancer and other diseases. There has been a dramatic increase of children with Type 2 diabetes, which used to be called adult-onset diabetes. This, too, is linked to diet. The total cost of diseases associated with poor eating habits has been estimated at almost \$71 billion per year.

To address these problems, we need to create environments where healthy lifestyles are as easy to adopt as unhealthy ones. The place to start is in our schools, which are responsible for introducing our children to knowledge and behaviors that will help them today and throughout their lives. In a healthy school environment, the dining room and gymnasium – as well as the classroom – teach important lessons for a healthy and productive life.

Sincerely,

Frank Harkin  
Coach, Sunrise High School

## **SAMPLE LETTER TO PARENTS**

*(from USDA's "Changing the Scene")*

Letter-writing is an effective, personal way to tell people your ideas. Keep letters to one page and make sure you spell the parents' names correctly and have the right address.

Mr. and Mrs. Patrick Monroe  
72 Plains Avenue  
St. Bart, Missouri 72755

Dear Mr. and Mrs. Monroe:

Children who learn to live healthy, live longer. By establishing healthy habits early in life, children can dramatically reduce their health risks and increase their chances for longer, more productive lives. We all want the best for our children. Here's how you can help.

The Brentwood Middle School Health Council encourages you to support our efforts to create a healthy school nutrition environment. We are promoting healthy food choices throughout our school – in the school meal programs, in vending machines, and at school-sponsored events. We are also supporting nutrition education and physical activity. You can help your children lead the healthiest lives possible by supporting our efforts to create a healthy school nutrition environment, and by reinforcing healthy habits at home.

Please join us and other parents on Tuesday, October 17 at 7:00 p.m. in the school auditorium for a meeting to learn more about the healthy school nutrition environment project and how you can get involved. Our keynote speaker, Dr. Roger Peterson, a national expert on education, will talk about the importance of nutrition to good health and academic performance.

Please call me at 827-339-2525 if you have questions. Hope to see you on October 17.

Sincerely,

David Dewhurst, PhD  
Principal

## REFERENCES

For the full text of selected resources, contact the following:

### **ASCD Advocacy Guide**

Produced by the Association for Supervision and Curriculum Development (ASCD), 2006  
This guide and the ASCD Action Center provide advice and tools for planning an advocacy campaign, communicating with policymakers and ensuring your communication is effective and efficient. Although the guide is focused on general education policy issues, the tactics and advice are universal and also can be applied to school wellness and health issues. Available for free at [www.ascd.org/actioncenter](http://www.ascd.org/actioncenter)

### **Building Business Support for School Health Programs**

Produced by National Association of State Boards of Education  
Katherine Fraser, Editor; Carols Vega-Matos, Project Director, National Association of State Boards of Education, 277 South Washington St, Suite 100, Alexandria, VA 22314  
This guide provides detailed, step-by-step guidance on how to encourage state and local businesses to support school health efforts. Available as a book and CD package for \$14.50; call 800-220-5183

### **Changing the Scene – Improving the School Nutrition Environment**

Produced by Team Nutrition/Food and Nutrition Service, U.S. Department of Agriculture, December 2000  
The kit has assessment tools that can be used to identify problem areas and suggested activities and how-tos to make changes in the school environment. There are support materials to help make a case for healthy school nutrition environments. Available as a boxed kit that includes: A Guide to Local Action (how-to guide); Video; Helping Students Leaflet; Free. Order online at <http://www.fns.usda.gov/tn> and click on “Resources”, or call 703-305-1624

### **Communications Toolkit – A Guide to Navigating Communications for the Nonprofit World**

Produced by Cause Communications  
A resource with practical information on a full range of communications issues for nonprofits, from how to plan and budget a communications campaign, to media relations, event planning and more. Includes advice on the best approaches, messages and vehicles for reaching key audiences. Available free at <http://www.causecommunications.org/spotlight-council-toolkit.php>

### **Community Tool Box**

Produced by University of Kansas Work Group on Health Promotion and Community Development and AHEC/Community Partners website  
Provides how-to sections that use simple, friendly language to explain the different tasks necessary for community health and development, including leadership, strategic planning, community assessment, advocacy, grant writing and evaluation. Available free at <http://ctb.ku.edu/>

### **The School Health Starter Kit**

Association of State and Territorial Health Officials, Council of Chief State School Officers, 2001  
Available for \$30.00. Order online at <http://www.ccsso.org/publications/index.cfm?init=1> or call 202-336-7016

### **Working with the Media: A Handbook for Members of the American Dietetic Association**

American Dietetic Association ADA’s Public Relations Team, 2003. To order, call 800-877-1600

Other resources are available at the Action for Healthy Kids website:  
<http://www.ActionForHealthyKids.org>