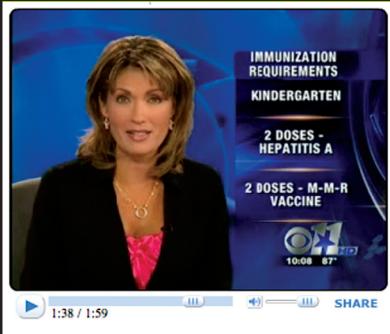


Get *Media Exposure* for Your Outreach Event



Schools Worry Students Not Immunized Properly

Aug. 06, 2009, 10:32 p.m. CT

If students don't have their shots, they don't go to school, which starts in two weeks. And, there are new requirements for some students this year, making some North Texas school districts worry that too many parents are waiting too long.

Channel 11, Dallas - Fort Worth
KTVT Reporter Carol Cavazos
"Schools Worry Students Not Immunized Properly," Reprinted with permission from KTVT

Media exposure is a free, effective way to get the word out about your event — before it happens and afterward. Use one of these three ways to alert the media of your event and to help ensure they cover it:

E-mail: Send a short, concise e-mail to the editor of your local newspaper, news directors of your local radio stations, and assignments editors of your local TV stations. Alert them of your event so they can put it on community bulletins and help promote it. Better yet, send them a news advisory so they have the important facts about your event.

News advisory: A news advisory is a brief announcement that describes who, what, when, where, and why in memo format. TV and radio stations, and newspapers use news advisories to decide which events are newsworthy. If the editor believes your event is important, he or she will assign a reporter to cover it. Send your advisory two to three days before your event. Remember to:

- Keep it short and concise (limit advisory to one page or less).
- Make it persuasive — Explain why your event is important to your community and why the media should care about it.
- Include a contact name, organization, and telephone number — especially for event day.
- Plan ahead who can provide an interview in English and Spanish, and who can be photographed and videotaped to reduce barriers for the reporter covering your event.



Don't forget your helmet

Above: Odessa American Dr. Randolph Cartwright talks to students about the importance of wearing helmets when riding bicycles, ATVs, ice programs and horseback riding. The *Odessa American* held a bicycle safety program at the Odessa Elementary Magnet School on Aug. 12. Photos by Cindeka Nealy

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Photos by Cindeka Nealy of the Odessa American





Photo by Mike Perry of the Avalanche

Media exposure is a free, effective way to get the word out about your event — before it happens and afterward.

News release: After your event, use a news release to announce the results of your event or other information relevant to your community. A news release can be used instead of a news advisory to announce your event. A news advisory is preferred.

Keys to Success

- Have a "hook." Reporters need to know why they should care about your event and what you are promoting — the hook. Make sure your hook is relevant to your community: A child recently suffered a devastating injury because of not wearing a bicycle helmet, children are falling behind in their immunizations against preventable diseases, or children are becoming part of the obesity epidemic.
 - Contact reporters in the way they prefer. Most want to receive story ideas by e-mail. Phone calls can work if you have your "sales pitch" well-prepared and succinct, respect the reporter's time, and know him or her personally. Follow up with a phone call to ensure your information was received — and to offer assistance. Inform the reporter of photo/video opportunities at the event and potential interviews. Do not expect the reporter to commit to attending your event.
 - If you personally know people in the media, use that to your advantage. Contact a local talk show host for an interview before your event or secure announcements in local publications.
 - After your event, send a thank you to individuals in the media who worked with you.

The Texas Medical Association media relations staff is available to write news advisories and news releases, and to pitch your event to the media. TMA also has sample news advisories and releases you can adapt for your event.



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Physicians Caring for Texans

**Contact Tammy Wishard, TMA outreach coordinator, for assistance:
tammy.wishard@texmed.org or (512) 370-1470.**