

# Discovering P.L.A.C.E

## Media coverage tips

1. Make sure your event is **unique** and **newsworthy** -- something that many types of readers/viewers will find **interesting**. The more an event involves **local people and issues**, the better. (You may also propose a story about unique contributions a community partner has been making, with the partner's permission, or propose a story on an ongoing project, describing how the project is uniquely meeting a community need).
2. Let a Discovering PLACE program staff member know you will be contacting the press, by calling (810) 424-5486. Also be sure your school principal knows.
3. Write a press release using the press release template on this blog. Keeping it **short, clear, and packed with interesting info** means you're more likely to get a reporter/editor to look at it!
4. Make sure you've told **who, what, where, when, why and how**, and included examples of **what a photographer can expect to see** at the event. Be sure you have photo release forms for all your students, and mention this in the press release. Again, keep it **brief**: 2-3 quick paragraphs (plus the last paragraph describing Discovering PLACE) is plenty!
5. Send the press release at least 3-4 days before (preferably earlier), both as an attachment and in the body of your e-mail. Then make a **brief** call to ensure it was received and ask the reporter/editor to consider running a story on it.
6. If you get a call from the press, make sure to **answer it right away!** If members of the media come out to your event, be sure to meet them and answer any questions. Think of a couple children who would be comfortable talking with journalists, but understand the reporter/photographer will likely not be able to talk with, or take photos of, every child.
7. If the press does not come out to your event, take good, clear **action** photos that tell a story about what went on at your event; shoot video footage if possible. E-mail 2-3 photos in .jpg format, sized less than 2 MB each. If a photo has fewer than four subjects, list (from left) first and last names, age/grade, what is happening in the photo, and when/where it happened. For video, be sure everyone in the video has photo release forms on file, then upload to a site such as Vimeo or YouTube and send the link with the press release. You can also rewrite your press release in the past tense, adding details such as how many people came out, and send it with the photos, preferably the same day or day after the event (*while it's still news!*).



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