

Y2Y MEDIA PITCHING TIP SHEET



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Media outlets like newspapers, television stations, and radio stations can help you raise awareness about Y2Y in your community. The checklist below can guide your media efforts in preparation for Y2Y Week and beyond. If media expresses interest in your Y2Y event, be sure to let your Center Director know so that they can notify the Regional Office and the Regional Office of Public Affairs.

BUILD A MEDIA LIST

- Work with your Staff Point of Contact to review media outlets that make sense to reach out to.
- Local newspapers and TV are usually the best options.
- If your center is located in a smaller town, you may need to look at media outlets in the city closest to your center.
- Find general contact information for each outlet—phone number and e-mail addresses. You can find all of this information by visiting their websites.
- For TV stations, you can use general e-mail addresses that might look like news@channel7news.com.
- For newspapers, you can look for a general news editor or an education reporter to use as the contact.
- It's possible that a staff member at your center has already built one of these lists.

GIVE MEDIA A HEADS-UP

Write a Release

- Review the press release template available in the toolkit at JobCorpsY2Y.com. Feel free to customize this template with your center's Y2Y event information.
- Focus on why it might be interesting to a reporter. Is the event in town? Are there community members involved?
- Include all necessary details: Who, What, Where, and When.
- Get it proofread and approved by the appropriate staff members, including your center director.

Distribute Your Release

- Distribute your press release via e-mail to the contacts on your media list.
- The goal is not to send it so close to the event that it's too last-minute and media doesn't have time to do anything. But you also don't want to send it 2 weeks in advance because they might forget about it by the time the event rolls around.
- Try to send this out at least 5 to 7 days prior to your event.
- When you send it, you want to include a brief, personal note before you paste the press release into the e-mail.

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FOLLOW-UP PRIOR TO YOUR EVENT

- After sending out your e-mails and press releases, consider following up with these reporters by phone about 2 or 3 days before the event.
- This is a reminder call to make sure reporters got your e-mail and to see whether or not they are planning to attend and cover your event.
- If the reporter says they are interested—great! They may plan on coming out to the event alone or with a camera crew. Either is fine.
- If the reporters aren't interested in the event—that is OK too. There will be other opportunities to garner media coverage.

FOLLOW-UP AFTER YOUR EVENT

- If a reporter does not come to your event, it's not too late! Take some pictures at the event. Pick the best ones and send them to your media list with the release after the event.
- You can also follow up with the outlets you did not hear from with one to three photos from the event because, even if reporters didn't come out to the event, they may include information from your release and photos in an article after the event.

Reminder: Media coverage is never a guarantee. If you write a release, make follow-up calls, and send photos and nothing happens—not a clip on TV, not an article in the paper, that's OK. What's important is that you have a productive Y2Y Week, and that you continue growing Y2Y as you want to at your center and in your community. If you continue the efforts on center, there will be more opportunities to reach out to media.

