



PRESS AND OUTREACH KIT

Media coverage can be an important tool in making your event a success. It can help you reach members of your community who otherwise may not know about your event or about The Northland Emergency Services Trust (NEST). Coverage in the media is a free, effective, and far-reaching tool. Generating press coverage requires only a small amount of work compared to the number of people it can reach.

There are several ways in which effective media coverage can contribute to the success of your event:

- Media coverage you generate will inform members of the community about your event.
- Visibility of your event will increase with press coverage, resulting in a higher level of community involvement in your event.
- Stories in the media can motivate and inspire people to join you in supporting NEST.

Checklist and Timeline

Beginning Stages of Event Planning

1. **Designate a Press Person.** Choose one or more members of your group to take responsibility for generating press coverage.

Choose press person _____

2. **Create two media lists**

Advance media list: Generally, these media contacts need 3-6 weeks notice to post an event.

News media list: These contacts do not need as much advance notice.

Six Weeks Before Event

3. **Email, mail, or fax a press release** to your advance media list. In addition, call your local television broadcasters and ask them to list your event on their community "bulletin board."

Send out press release

4. **Designate a Social Media Person.** Choose one or more members of your group to take responsibility for creating accounts on social media websites such as Facebook, Twitter, Myspace and blogging websites. Social media is an easy tool that can be used to educate people on your event.



- Choose social media person _____

Four Weeks Before Event

5. **Make follow-up calls to your advance media list** to confirm that they received your press release. If they misplaced the first copy, offer to send them another.

- Follow-up calls to Advance media list

Write a letter to the editor of newspapers in your area. In 150 words or less, highlight your event and the need to support NEST. Encourage people to join your event and provide contact information and the date, time and location of your event.

- Write and send your letter to the editor

6. **Create social media accounts** and set up event pages, groups, and blogs. Encourage your friends to join the groups and have them invite their friends. Begin posting, Tweeting, messaging and blogging about your event. Educate potential guests about NEST. Post facts, not opinions and remember to check for accuracy especially when using Northland Emergency Services Trust name.

- Post, Tweet and message

Two-Three Weeks Before Event

7. **Advertise in your community.** Create fliers to be distributed to community centres. Good places to put flyers are schools, community recreation centres, youth clubs, churches, or other places of worship, coffee shops, local movie theatres, grocery stores and department stores. Think of any place or event that would attract a significant number of people from your community.

- Distribute fliers

8. **Email, mail, fax, or deliver your press release to the news media contacts** that may write an article on your event.

- Send press release to news list

One Week Before Event

9. **Make follow-up calls to your news list** reminding them about your event and convince them it deserves press coverage.



- Follow-up calls to news list
- 10. **Assign someone to take photos during your event.** Submit the photos, including captions, and an updated press release to interested media sources after your event.
 - Assign event photographer
- 11. **Repeat follow-up calls to news list as a last-minute reminder of your event.** Inquire as to whether they are sending someone to cover your event. If so, ask if they will need any special arrangements.
 - Place last-minute follow-up calls
- 12. **Post, Tweet, message and blog!** Keep telling people about your event and remind them the date is quickly approaching.
 - Last-minute social media reminders

After Event

- 13. **Collect press and video clips.** Collecting and reviewing all media coverage of your event is a perfect way of recording the success of your event and can aid in your next one. Please send a copy to info@nest.org.nz as well.
 - Collect all media coverage of event

Creating an Effective Media Contact List

Creating press lists for print, television, and radio contacts can be accomplished with a little research. Research local newspapers, television, and radio stations for names and contact information of the chief reporter and/or journalists who may be interested in your event.

As mentioned earlier, create two separate media contact lists, because the two groups you will want to contact have significantly different deadlines.

Your first list to create will be your advance publicity list. These sources often require much more notice in order to get your event posted. This list includes:

- Duty editor, assignment desk co-ordinator, and/or chief reporter at local television and radio stations.
- Email distribution groups you belong to (church groups, schools, etc.)



Your second list to create will be your news coverage list. These will be people with deadlines ranging from two weeks to a few days before an event. These people can provide longer, more detailed stories about your event.

This list includes:

- News editors/chief reporters
- Reporters
- Columnists
- Bloggers

Here are some ideas to help you compile your media contact information:

- Check yellow pages or internet for the listings of newspapers, television and radio stations in your area and call them to get the names of the people you should contact about your event.
- On the Internet, look for local or national websites that attract a lot of traffic and/or visitors who would be interested in learning about your event. Sign up for free accounts on the following websites to post your event:
 - <http://www.eventfinder.co.nz>
 - <http://eventful.com>
 - <http://events.yahoo.co.nz/>
 - <http://www.zvents.com/listings>
 - <http://www.facebook.com> (Create an Event or Group)
 - <http://www.twitter.com>
 - <http://www.myspace.com>
- For **daily newspapers** contact either the chief reporter, , specialist reporters (eg: council, education), and/or photo desk...basically anyone who would be interested in a story and/or taking photos at your event.
- For smaller **community weekly publications** contact either the editor, chief reporter, or a general reporter with details about the event.
- For **radio stations** contact the duty editor, assignment editor, and public service director (if you chose to produce a public service announcement for your event).
- For **television stations** contact the assignment editor and public service director.
- For **email distribution** consider mailing event details or a copy of a flier (if you have created one) to the email distribution lists that you are currently on. If you send a file, be sure to copy and paste all the event information into the email body so that the reader can easily ascertain the important details.
- **In the weeks prior to your event** read your local newspapers, listen to various radio stations, and watch different television news programs. While you do this, pay attention to the names of journalists, radio and television hosts or programs that cover stories related to your event



and add them to your list. For example, stories that focus on rescues, saving lives and charitable trusts.

- **School newsletters/newspapers** are great publications to contact because they are generally in need of good stories to publish. To get in contact with the news staff, call the school's main telephone line and ask for the person in charge of publishing the news.
- **Sending your press release to alternate media sources** can be helpful in getting the word out about your event. Church bulletins, company newsletters, community events calendars and special interest publications are all good sources to contact.

Interview Tips and NEST Background Information

In case a reporter asks you to do an interview, make sure you familiarise yourself with NEST. Be prepared to speak about your event and your goals. Remind yourself that you know more about NEST and your event than the interviewer does. If you are unsure of the answer to a question, say you will have to get back to them to, ask for the interviewer's deadline and contact NEST for clarification on the answer.

Especially when interviewing for television or radio, try and keep your answers brief and to the point. If you feel the interviewer is not fully understanding what you are saying, refer back to what you feel are the most important points. A good way to phrase this is to say something like "Most importantly..."

Think through answers to the following questions to prepare for the interview:

- What is the goal of your event?
- What exactly will you do at your event?
- Where will the proceeds go?
- What is the message you want to send to your community?
- How can people get more involved?
- What motivated you to put on the event?

Ask the reporter to include NEST's website and Facebook address so readers, listeners, or viewers can find out more about NEST.

Website: www.nest.org.nz/

Facebook: www.facebook.com/northland.rescuehelicopter

NEST's background information to prepare for an interview

To get the most current information about NEST, please visit us online at www.nest.org.nz

- NEST is a non-profit registered charity. The people of Northland own it.



- The Board of Trustees comprises representatives from the Northland community with a diverse range of skillsets including experience in aviation, ambulance, medical, and commerce.
- The three Sikorsky S76 aircraft are exceptional: large capacity, fast, and long range.
- All flights are operated with two pilots and with an IFR (instrument flight rated) capability, it means that the aircraft can fly very safely, even in extreme conditions.
- Over 22% of flights carry two or more patients and over 42% of operations are at night.
- NEST, Northland Health and local Maori work closely together to ensure that cultural needs are being met.
- Pilots and flight crews receive ongoing training in all of their areas of responsibility, including extensive flight simulator safety training.
- NEST has carried over 15,000 patients in the last 25 years.

Creating a Press Release

Headline: Needs to be short, to the point, and sum up what the press release is about.

Intro: A one sentence opening with a strong angle that makes it news worthy and will hook people in. The snappier the better, but also needs some key information about the event/fundraiser. Keep it to 30 words or less.

Body: This is where the main information about the event/fundraiser is relayed.

Include:

- Event date, time and location
- What will be happening, including specific activities, attractions, and personalities attending
- Quote(s) from event organiser about what the event is in aid of, why they are doing it, and what they want to achieve
- Information about NEST's place in the community and the valuable service it provides

Other essential information to be included in release:

- Date at top left, followed by "MEDIA RELEASE" underneath
- A logo top right to identify your company/organisation/group/school
- Close off the information you want published with "END" before you add important contact details of event spokesperson and/or media liaison at the bottom of release
- Include the below "boilerplate" at the end of the press release to cover off basic information about NEST, eg:

About Northland Emergency Services Trust

The Northland Emergency Services Trust (NEST) is a charitable trust established to provide a dedicated rescue helicopter service for the people in Northland. The trust is supported by the generous contributions made by local sponsors, individuals, families, businesses and organisations.