

## ***CyberSafe with Steve Dotto*** **Contacting Your Local Media** **A Step-by-Step Guide**

Never arranged for media coverage of an event before? Not to worry. Everything you'll need to do a great job is right here in this online media kit. Follow these step-by-step instructions, and the local media in your community will help you generate interest and promote your group's plans to present the *CyberSafe with Steve Dotto* workshop.

You or a colleague may be presenting the workshop using the Facilitator's Kit for the *CyberSafe with Steve Dotto* Workshop or you may be promoting Steve Dotto's visit to your community to give the presentation. Whatever the case, the materials below can be adapted to suit the occasion.

### **Before the workshop:**

#### **1. Familiarize yourself with the pieces of the online media kit.**

In addition to this guide, the media kit contains the following elements:

- draft media release – PAC member delivering workshop (MS Word file)
- draft media release – Steve Dotto delivering workshop (MS Word file)
- draft media backgrounder (MS Word file)
- draft media advisory (MS Word file)
- live announcer read (MS Word file)
- Steve Dotto public service announcement (audio file)

Knowing the contents of the kit will help you provide your local media with the information they need.

#### **2. Customize the pieces in the media kit for your local presentation.**

*CyberSafe with Steve Dotto* is being presented by numerous organizations in many communities throughout the province. The pieces of the media kit have been prepared in such a way so as they can be easily adjusted to include the specifics of the presentation in your community. Open each of the MS Word file documents. Fill in the name of your community in the headline; add the name of your sponsoring organization, the day, date, place and time of the presentation, and any local contact information in the appropriate spots in the document. If your organization has its own letterhead, save (or print) the completed release on the letterhead; otherwise, a plain sheet of letterhead-sized paper will do.

### **3. Contact your local media representatives.**

About three weeks before your event, start contacting the local newspapers, radio stations, cable channels and television stations in your community by telephone. In the case of newspapers, your call should be made to the city or news desk; with radio and television stations, ask for the newsroom; at cable companies, ask to speak with the person(s) responsible for public service announcements. With each call you make:

- introduce yourself.
- explain who you represent and that you have a good, local story idea for them.
- provide a brief overview of the cyber safety issue, and inform them of the upcoming free (or by donation?) workshop.
- emphasize the importance/relevance of the story for your community. If there are any local examples that can be cited of issues like online identity theft or cyber-bullying, do so; the media are always interested in local angles.
- explain that you'd like to send them a media release about the event, confirm the name and contact information (i.e., address, phone number, and e-mail address) for the person to whom you should be sending the release and ask them how they would prefer to receive the release (fax, email, hard copy). Invite them to attend the event themselves.
- thank the person to whom you've been speaking for their time and their interest.

### **4. Send out the media release and media backgrounder to your contacts.**

Within 24 hours of making the initial contact described in Step 3 above, send out copies of the customized media release and backgrounder to your contacts. E-mail distribution is an effective means of communicating this information, certainly much more so than "snail mail". In either case, make sure the information is directed to the attention of your contact.

### **5. Follow-up with your media contacts.**

Within 3 days of completing Step 4 above, phone your media contacts. Confirm that they have received the information you sent out. Ask them if they require any additional information. Ask them when they may consider running a story on the *CyberSafe* workshop. In the case of your contacts at radio stations and cable channels, let them know you have an audio clip with Steve Dotto speaking about the *CyberSafe* workshop. Ask them if they'd be interested in running the clip as a public service announcement. If so, direct them to the online media kit where they can download the audio file for use on-air.

### **6. Send out the media advisory to your contacts.**

Two weeks before your event, distribute the media advisory to your contacts, letting them know Steve Dotto will be available for telephone interviews in advance of the workshop. (Note: Once you have booked a workshop time with Steve he will provide you with a schedule of his availability for interviews.) As time is growing short, this communication will be most effective via e-mail.

### **7. Follow with your media contacts about the advisory.**

Within 24 hours of completing Step 6 above, phone your media contacts and enquire as to whether they'd be interested in interviewing Steve Dotto. If yes, confirm the time and logistics of the interview.

## **At the workshop:**

Some members of the media will accept your invitation and attend the workshop in person. They will likely identify themselves when they arrive. Make sure to greet them upon arrival, and arrange to seat them comfortably. (Note: they may have recording equipment with them, cameras and or tape recorders; ensure their seating is such that they have access to power outlets if required, and good sound recording capability/site lines for recording purposes.) Ask them if they require anything else. Don't forget thank them for attending before they leave.

## **After the workshop:**

After your successful workshop, please take a moment to follow up with each of your media contacts who did a story and/or attended the workshop, either by phone or by e-mail. Thank them for their interest and for their coverage. While it is their job to do this, a personal gesture of thanks is always appreciated and will go a long way towards ensuring that you'll be successful in securing good media coverage for your next event!