

Media Tips & Tricks for Promoting Highest Awards

1. Press Release

Options:

- a. You may write your own press release highlighting your project/event and send it to your local media. If you are holding a specific event, or your project has a time deadline, media typically wants to know about it at least two weeks prior to the date. We've attached a sample press release you can use as a template.
- b. You may write your own press release and share it with GSNYPENN's Marketing & Communications (MarComm) team via email at marketing@gsnypenn.org. We will send it to your local media on your behalf. We need a minimum 2 ½ weeks lead time to share releases on your behalf. This ensures we have enough time prior to the media's 2-week deadline in case anything is missing, or we need to track down additional details from you about your project/event.
- c. Our MarComm team can write the press release for you and distribute it to local media. We need at least 4 weeks' lead time to gather information and write the release, in order to meet the media's 2-week deadline. Email your request to marketing@gsnypenn.org with as much information as possible (who/what/where/when/why/cost/contact).

2. Council Communications

Regardless of how you share out a press release (do it yourself, ask us to send it, ask us to write and send it), if you send a note* to our MarComm team we can also help with promotion via council communications (*not guaranteed, depends on timing submitted, other factors, etc.*) including:

- a. One-time post on council social media (Facebook, Twitter)
- b. Inclusion in all member e-newsletter sent 15th of each month (must be submitted prior to 5th)

**When contacting us, please be very specific about the help you are asking for so there is no confusion as to what you need and how you would like your information shared. If you want it shared on social media channels, but do not say so, we will not share it there.*

3. General MarComm Advice

You can always send a note in advance to marketing@gsnypenn.org if you would like assistance with anything or have any questions about the process of promoting your Highest Award event/project.

4. Media Interview Guide

- a. Before the interview
 - Know your goal for the interview
 - Know what you want to say
 - Review your key message(s)
- b. During the interview
 - Be succinct, short answers are better than long
 - Speak clearly
 - Begin your answer only when the reporter is finished asking the question

- Phone/radio interviews
 - Use notes if it makes you more comfortable
 - Notes can also help you remember key points
- TV interviews
 - Avoid solid black, white or busy patterns
 - Bright colors are fine
 - Don't wear large, shiny or noisy jewelry
 - Ensure hair is out of your face, not a distraction
 - Sit erect, not ramrod-straight; and slightly forward in the chair
 - Speak gently and keep hand gestures low-key and to a minimum
 - Talk to the reporter, not the camera
 - Keep a pleasant expression; smile when appropriate
- Relax-try to have fun!