

Working With The Media



Work with the media in your hometown to help you market your Summer Food Service Program. Your hometown newspapers, radio, and TV stations are always looking for a local angle.

Using the media is a great way to reach children (and their parents) with your message.

Here are some simple tips to get you started:

Write a **short press release** and include the Five W's in the first paragraph:

What, Where, When, Why, Who.

Yes, you want the media to know **What** your program is about, **Where** the sites are located, **When** the sites are open (days and times), **Why** they should come (fun and food for children), and **Who** you are (as the sponsor).

The release can go to local radio, TV stations, and newspapers to be run as local news, a feature story, or as a community calendar item. Remember to put your contact name and phone number at the top of the release.

A **public service announcement (PSA)** for radio and TV stations should also contain the Five W's. Keep this announcement real short and remember to give a phone number so people can call for more information.

A phone call to the media outlets is a good way to follow up on the release or PSA you've sent and it might lead to an interview. In any interview or written statement, make sure the most important facts are at the beginning.

Other ideas to help you launch your program and keep up the interest:

- ✍ Have a kick-off event with a local celebrity, like the Mayor, and invite the media.
- ✍ Appear on a radio or television public affairs program to talk about SFSP and your program in particular.
- ✍ Focus on local, community-based media. Insert notices in community bulletins, weekly newspapers, and newsletters.
- ✍ Contact reporters who cover education and health issues.
- ✍ Invite reporters to join the children at an activity. (Great photo opportunities!)
- ✍ Ask a local TV Weatherman or Sportscaster to broadcast from your site.



Media training

Talk to your State agency contact about setting up a media training workshop. This training can pay great benefits in positive publicity for the program.