**LOCAL MEDIA TOOL KIT** 

In this toolkit, you will find the following:

* A media alert template
* A news release template
* Media outreach tips (below)

**HOW TO USE THIS TOOLKIT:**

On the included press release and press alert, insert the needed information to complete before sending it to your contacts. The necessary information is indicated as (*highlighted/parenthesis and in italics*) within the templates. At the end of the release, don't forget to add a general info/”boilerplate” about your organization for those who may not be familiar with you.

**Media Advisory** -- use this template to attract and invite media (print, TV, radio, online, social), state representatives, local officials etc. to attend the event. The media advisory provides specific event information and alerts them about your intention to participate in this historic event.

Distribute to your local press/media outlets no later than: May 8, 2020.

**News Release** – You can personalize this release and send it to your local media (print, TV, radio, online, social) to boost awareness about the event, and the impact on the motorcoach industry due to the COVID pandemic’s impact on your business and what we need from Congress to save our industry.

Distribute to your local press/media outlets no later than: May 13, 2020.

**Media Outreach Tips**

PLAN

* If you don’t have a staff person who coordinates your communications, it is important to determine who will be the point of contact for media with questions about the release or who you want to be on point for an interview. If reporters request a national perspective, you can pass reporters and questions on to the AMA and UMA contacts noted in release and below:
  + Melanie Hinton, Senior Director of Communications & Marketing, ABA   
    Office: (202) 218-7220   
    Email: [mhinton@buses.org](mailto:mhinton@buses.org)
  + Julianne Ryder, Director of Communications & Marketing, UMA   
    Office: (703) 838-2929   
    Email: [jryder@uma.org](mailto:jryder@uma.org)

**Media Outreach Tips (Continued)**

* Determine the outlets (press list, state reps, community organizations, etc.) to target. Are you trying to reach print and TV reporters? Are there non-traditional outlets to cover the story?
* Determine your contacts. You likely have contacts in the local media or may have worked with reporters in the past. Newsrooms generally have a single point of contact that receive releases. Email addresses for these contacts are generally listed on their website on the “Contact Us” page.
* Many media outlets will have specific reports that cover "beats" like business, labor, community events, etc. A keyword search on a newspaper’s website for example may turn up a reporter who has written several stories on those topics. Often their email address will be listed on the website. If you need contact information for an organization or media source, often you can find that with an Internet search.
* If you’re unsure of the best contacts, ask local contacts and community organizations.

SEND out your information. The news release can be sent prior to the launch of the event, or on the day of the event (May 13). Reporters are looking for current news, so the more "in the moment" it can be, the better.

FOLLOW UP: A few days after you send your release, follow up by phone.

* Some tips for pitching your story:
  + Be brief: Give high-level, short information first. If interested, they will ask for more details.
  + Be relevant: Make the story relevant to their readers/viewers.
  + Be genuine: Let them know how much you care about the issue—then they will too.
  + To get TV media to attend an event, call the assignment desk and ask if your event is in the daybook for the appropriate day. It's good to make your first call about a week in advance. However, they may tell you to call back closer to the event— 24 hours is a good timeframe for final follow up.
* If a reporter expresses interest in attending this event, send him or her a reminder email or call 24 hours prior to the event.

SOCIAL MEDIA – Social media is planned as part of our overall outreach and is a great way to compliment and reinforce the news release, as well as focus attention on the Motorcoaches Rolling for Awareness event. Don’t forget to use our event #hashtags so we can boost awareness while we make history together!

  #motorcoachesrolling4awareness, #rolling4awareness, #R4A2020, #dontmissourbus

#busesmoveamerica,  <https://www.facebook.com/groups/806295186562891/>

*Please keep the movement going and continue to reach out and develop relationships with a few key media contacts and keep in touch with them about newsworthy items related to our cause and your business. Thank you – your participation is the key to making a difference!*