

Tamara's Tips & Check List



Getting Organized

- Use Nova Scotia Media List to create email groups for all **Local Newspapers**, **Local Radio** and **Local TV** – *keep updated*
- Use Nova Scotia Media List to create NS Newspapers, NS Radio and NS TV - – *keep updated*
- Set up similar **Fax** system of contacts and create a **Check list**
- Create a **Community Events** Email group
- Keep your **Media Toolkit** binder in a handy location
- Create an **Events Promotion** List – e-bulletins, web sites, etc. – and create a **Poster Distribution** List – *keep updated*
- Keep track of all the email and phone numbers of journalists in **Custom List**

What To Do

- Send out your community event announcement at least 2 weeks in advance
- Let the local media know about your speakers coming and set up interviews, set up a press conference, and arrange an editorial board meeting
- Have your speaker write an Opinion piece and publish it in the newspaper to promote his/her message and event
- Write and publish your Letter to the Editor or Opinion piece, combine with a message and an event
- Plan interesting, novel actions to raise awareness of your issue – grab media's and public's interest – create good, attractive visuals
- **Order:** Send community event, book interviews, send press/news release, send media advisory in advance, and then follow up with phone calls
- After an event – send press/news release to respond to something

Timing

- Get your community events announcement out at least 2 weeks in advance
- Get your Opinion pieces in at least 1 week in advance or reserve the space
- If you want your press release picked up that day, send it in before 8 a.m.
- Send your media advisory about an event as soon as you can (depending on time and importance – email and fax it). The day of the event phone the media to follow up
- Take advantage of other events and key dates – create a calendar (see: http://nсен.ca/calendar_environmentalevents.php)



Calendar

- About
- Calendar
- Caucuses & Working Groups
- Eco-Connections
- Issues
- Jobs & Volunteering
- Links
- Members
- Newsroom
- Resources
- SENSE: Sustainability Education
- Take Action

- Current Events
- Events Outside IIS
- Key Environmental Dates
- Post an Event

Environmental Dates

FEBRUARY

Black History Month

2 World Wetlands Day
www.ramsar.org

28 National Science Day

MARCH

8 International Women's Day

21 World Forestry Day

22 World Water Day
www.worldwaterday.org

23 World Meteorological Day
www.wmo.ch/wmd/

APRIL

7 World Health Day
www.who.int/world-health-day

2nd week National Wildlife Week
www.cwf-fcf.org/

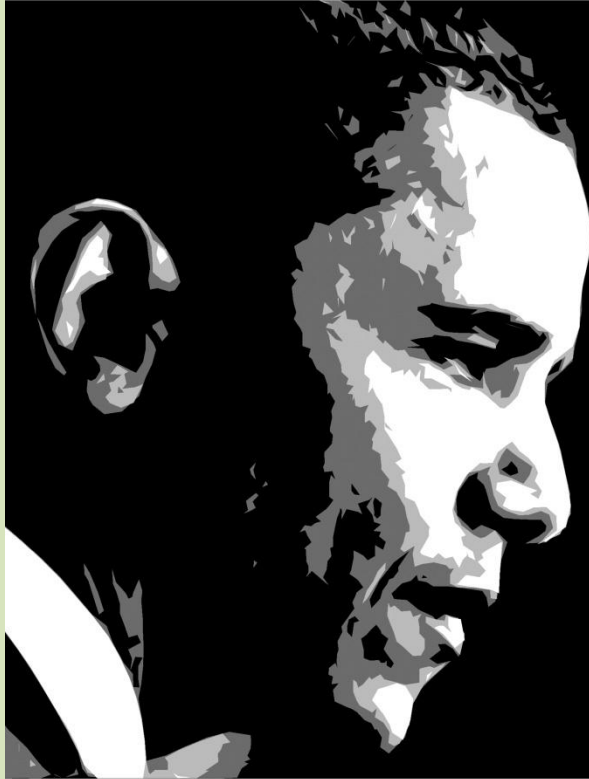
November 2009						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

- Contact
- Search
- Become a Member
- Site Map

Nova Scotia Environmental Network
55 Willowbend Ct.,
Halifax NS B3M 3L3
Tel: (902) 454-6846
Fax: (902) 454-6841

YES WE CAN!

Poster of a simple, fast public action that the Halifax Peace Coalition organized to take advantage of President Obama's visit to Canada and to raise awareness of our issues. What was the media response?



End the War in Afghanistan

Take Action on Climate change

Bring Omar Khadr Home

Meet the Millennium Development Goals

On February 19th President Obama will make his inaugural visit to Canada. Obama was elected because of a desire for peace and change. The people of Canada and indeed the world say "Yes We Can" have a world without war and that we can work together to create a truly sustainable future.

Public Thursday February 19
Rally From 12 to 12:30pm
Halifax Public Library
5381 Spring Garden Road

For more information on the Millennium Development Goals visit:
www.8goals.ca



Organized by the Halifax Peace Coalition
Visit: www.halifaxpeacecoalition.ca
Email: hfxpeace@chebucto.ca

Our action was covered by all the major media in Halifax. We had a good, inexpensive visual.



Published in the Chronicle Herald on Friday, February 20

Half Double Spread - equivalent of half a newspaper page

To pay for advertising for half double spread, full buy **\$2,730**

Letters & Opinion Pieces

- Newspaper style: Easy, short sentences AND short paragraphs (2-3 sentences)
- Varied word choices and include quotes (other experts)
- Catchy, pithy title
- Letter to editor – 100-200 words, author, credentials and city at the bottom
- Opinion pieces – 500-700 words
- Opinion pieces – add word count, author and credentials at the top
- Identify reports for further information and identify politicians
- Must include your phone # to confirm identity but not published

News / Press Release

- Catchy, pithy title
- Write like a journalist – simple and short sentences, good chronology and quotes
- Short and well-written
- Keep it to one page
- Provide background information i.e. longer bio, list of reports, list of web sites
- Provide contact information – a couple of people with work, home and cell phone numbers

Dealing with Journalists

- Always “on the record”
- Make their job easy – provide information
- Reply quickly
- Develop good relationships – send things their way
- Keep track of their personal contact information – email and phone numbers in your Custom Media List
- Respond directly to questions but be sure to get your message in, short and simple powerful quotes
- Press releases should go to journalists too

Tips

- Follow and respond to the media, notice what is effective and catches your attention
- Get a subscription to a newspaper/publication, notice new publications
- Buy and read Elizabeth May's book ***How to Save the World in Your Spare Time***
- Give your media campaign "legs" – after your press release or letter/opinion piece is published, have others send in their letters, recommend it online, add comments to online version
- Save clippings, create an archive and create a **Newsroom** on your web site and/or in a scrapbook/archive
- Do a book review for the Chronicle Herald's Sunday edition ***The Nova Scotian***
- Check government releases on web site and NS Communications:

http://www.gov.ns.ca/cmns/media_list.asp

Check List

**Two
Weeks
In
Advance**

- ✓ Poster for event
- ✓ Event announcement
- ✓ Send Community Event listings (at least 2 weeks in advance)
- ✓ Inform media of interview opportunities and book them
- ✓ Post to e-bulletins (i.e. NSEN.ca online calendar **Connect!**)

**One
Weeks
In
Advance**

- ✓ Send out public service announcement to radios
- ✓ Phone in public service announcement
- ✓ Write and send out opinion piece / letter to the editor
- ✓ Write and send out press release
- ✓ Write and send out media advisory

**Day
Before or
Day of**

- ✓ Follow up phone calls
- ✓ Be sure to document your event (take photos etc...)