

How to Utilize Media Effectively

Various forms of media can be helpful in the promotion of this year's tax initiative and the prevention of child maltreatment.

Most Important to Remember...

- ✓ **EMPHASIZE THAT CTF'S TAX INITIATIVE SUPPORTS THE STRENGTHENING OF CHILDREN AND FAMILIES TO PROTECT AGAINST ALL FORMS OF CHILD MALTREATMENT**
- ✓ **USE CTF'S NEW BRANDING: *Stand UP for Kids***
- ✓ **PROVIDE A CALL TO ACTION THAT THE AUDIENCE WILL IDENTIFY WITH**
- ✓ **UTILIZE REAL DATA AND STATISTICS**
- ✓ **STAY ON TOPIC**

Press Release

A longer document that provides a more detailed explanation of the tax initiative, your local council, CTF, and the prevention of child abuse and neglect

Social Media

Sharing status updates, photos, etc. wherever you're active online can help increase support for the tax initiative and the prevention of child maltreatment

Public Service Announcement

Used as filler by media; can be very powerful, however, there's no guarantee it will run during a beneficial timeslot

Letter to the Editor

Can be a great way to reach a general audience; keep them short and focused and be sure to include a call to action

Media Advisory

A short notice inviting the media to participate; contains only the basics such as the place, time, and purpose of an event.

Op Ed

Widely used to represent a column containing a strong, informed, and focused opinion on a specific issue such as CTF's tax initiative

10 TIPS FOR EFFECTIVE MEDIA COVERAGE

1. Make sure the information is **newsworthy**
2. Focus **on speaking to your audience**; give them a **reason to continue reading/listening**
3. **Start** with a **brief/general description** of the news, **then** move into **details**
4. Consider **how the audience will relate and connect** to the information
5. Emphasize your **first TEN words**—they're the most important
6. **Avoid** excessive use of adjectives and complex language
7. **Focus on the facts**
8. Provide as much **contact information** as possible
9. Wait until you have **enough substance** before releasing information
10. Make it as **straightforward** as possible **for media representatives** to do their jobs

