

NPLD Media Outreach Planning Calendar

PLAN AHEAD (Early August)

Build a List of Media Contacts (with names, emails, phone and fax numbers)

- **Newspaper Contacts** (daily and weekly papers and online news sites): Metro of City Desk Editor, Calendar/Events Editors, Photography Editors, Community Service Director or Public Service Coordinator, Reporters who cover the environment, outdoor topics, family and parenting and health issues.
- **TV Contacts:** News Assignment Desk, Morning News Show Producer, Public Service and Community Affairs Director
- **Radio Contacts:** News Director, Public Service and Community Affairs Director
- **Wire Service Contacts** (Associated Press, Reuters, etc.): Bureau Chief and/or Local News Editor
- **Pay attention to past articles written about events that are similar to yours and be sure that you have the reporters who wrote them on your press list.**
- **Social Media Partners:** Identify other local organizations who will agree to post about the event on their Facebook and Twitter accounts in advance and after the event. Afterwards, partners can be provided photos to post on their digital media outlets.
- Include your local public radio station and any statewide radio network that may originate from your state capital. A good source to find which local public radio stations are near you is <http://www.npr.org/stations/>.
- Include online news sites that cover your city, town or neighborhood. “Hyperlocal” news sites continue to grow and are a great resource for promoting your events. Patch.com is one example of “hyperlocal” news sites.

Plan Your Media Event (if applicable)

- Determine whether to have a brief opening ceremony and celebration with key community contacts, leaders and event participants.
- Contact potential participants and invite them.
- Let us know if you have planned something special this year. Send us an email (NPLD@NEEFusa.org) with the information to add it to your event listing on the NPLD website if you did not include it when registering your event.

Start Spreading the Word

- Develop a list of community contacts – people who might participate or spread the word about your event and opening ceremony. This list should include public officials, school teachers and administrators, church leaders, parks and recreation directors, local celebrities and civic group leaders (e.g. scouts, garden clubs). Invite those identified to participate and, where appropriate, to speak at the opening ceremony.
- Include the National Public Lands Day link, <https://NEEFusa.org/NPLD> , on your website. If you maintain an e-newsletter or are part of a listserv, distribute information about the event via those networks.

FIVE WEEKS BEFORE THE EVENT (August 27)

Arrange for Photographer (and videographer, if possible)

- Make arrangements for an event photographer (and videographer – even if it is filmed on a smartphone with HD (always shoot horizontally)) among your talented volunteers so that you'll have high-quality, high resolution photos (and video) to promote next year's event, and for any local media unable to send their own photographer (or camera person). In addition, we would love to see your best shots to feature on our website – or enter the annual photo contest. If you need to find a local photographer or videographer to hire and don't know where to start, or time is of the essence, websites like <https://www.thumbtack.com> can help.

FOUR WEEKS BEFORE THE EVENT (SEPTEMBER 3)

Confirm Plans for Your media Event (if applicable)

- If you are having an opening ceremony, confirm the list of participants. Make sure their calendars are clear.
- Scout the site. See if there is a logical place for speakers to stand. Pick a location with strong visuals. Good visuals make for good TV and will also improve your chances of print photo coverage.
- Secure the site (scheduling, permits, approval from owners, etc.). Determine if speakers have special audiovisual needs (power source). What sort of sound system is needed? Consider noise

levels. Is cell service available? Or do you need wi-fi to ensure people can share photos online in the moment and/or live Tweet the event?

- Finalize logistical arrangements. Create a podium logo, order a podium and measure the available space for a podium sign. Remember the little details – Velcro for your sign, tape for your wires, etc. Determine whether you need chairs or other equipment. Make arrangements for food and drinks. Secure a table for media materials, including the press kits. Make rain plans. Make sure there is sufficient parking.

TWO WEEKS BEFORE THE EVENT (SEPTEMBER 10)

Finalize Your Media Event (if applicable)

- If you are having an opening ceremony, confirm details with your speakers, including speaking order and what you'd like them to talk about. Provide them with NPLD message points.
- Create an agenda (one-page program with list of speakers) to hand out at the event.

Tailor and Send Media Advisory; Make a Round of Calls

- Adapt the media advisory (LINK). Be sure to include a contact name and cell phone number. Include the event details: address, date and time, names of speakers (if holding a media event) and any other details reporters might need (for instance, if the location is challenging to find, give very clear instructions, including where the reporter or TV van can park).
- Send the advisory to the media list you built in August.
- Call all of your media contacts to be sure they know about the event and that it is on their planning calendars. Ask the Calendar/Events Editors to include NPLD in their current and upcoming listings. Be sure to tell the photography editors what your volunteers will do during on NPLD.
- Talk with TV morning news show producers about possibly having a spokesperson on to talk about the event and what the community will be doing on NPLD. The best timing for this interview is during the week or day before NPLD.

THE WEEK OF THE EVENT (September 19)

Continue Pitching Your Story to the Media

- Send out the media advisory on the Monday morning before the event. Follow up with a second media advisory on Friday, the day before the event.
- **Follow up the advisories with phone calls.** On the Monday before the event, you can call and make sure they are aware of the event. On the day before the event (Friday), call and ask if they plan to cover the event. If you have any updates on the number of volunteers who have signed up or

any other updated information, share that with the reporters. Be sure to tell them what a great, newsworthy event it will be—if you are excited, they are more likely to be interested in covering the event.

Prepare the Rest of the Media Materials

- Tailor the template press release (found in the NPLD Site Manager Promotional Toolkit within the [NPLD Site Manager Manual](#)) to fit your event. Write the press release as though it is the news story you want to read in the newspaper the following day.
- If holding a media event:
 - Have printed copies of the press release along with an agenda including all of the speakers' names.
 - Make a media sign-in sheet. Ask for name, media outlet, phone number and email address.
 - Plan who will greet the media on the Day of the Event. Assign someone to give the reporter a quick walk-through of the site and help them find the best people to interview. Also, think about 2-3 people/volunteers who would be able to best tell your story and ask them if they would be comfortable being interviewed. Have them review the NPLD Talking Points, found in the NPLD Site Manager Promotional Toolkit within the [NPLD Site Manager Manual](#).

DAY OF THE EVENT (September 24, 2016 is National Public Lands Day)

Pre-event Check

- If you are having an opening ceremony, make sure your podium is in place early, has clear view with a good backdrop. Place logo on podium with strong (two-sided) tape or Velcro.
- Check your sound system.
- Review the speaking schedule with speakers.

Be Ready for Media

- Have press releases and agenda at a “press table.” Have someone at the table at all times to answer questions and ask media to complete the sign-in sheet so you know which media attended. Make sure all media receive the release and agenda, including photographers. Consider having another table for your guests along with a special guest book.
- If you are not holding a formal event with a media kit and media sign in table, have a couple copies of your press release ready for any media who attend.
- Provide reporters with a contact person and phone number for follow-up calls after the event.

AFTER THE EVENT

- As soon after the event as possible (Saturday afternoon or Monday morning), send your post-action press release (a slightly updated version of initial release – include attendance or other impressive numbers of impact) to those media on your list who did not attend. If possible, post a handful of photos on your social media accounts, your website or to Flickr and include a link to those photos in the press release. You can also send the photos as attachments, but only select 1 or 2 of the best photos to send.
- Follow up with a phone call to the weekend staff in the newsroom to ask if they plan on writing a follow-up story about the number of volunteers you had and what was accomplished.
- Starting on the Monday after the event, collect news clips of print coverage that appears, along with any radio, TV coverage and editorials or PSAs that ran. Please send links, screen shots, or scanned print stories of this coverage to NPLD@NEEFusa.org, along with any photos you would like to share! Feel free to send the files in a Dropbox folder, or other cloud file-sharing service that we can access.

Got questions about media outreach? Email us at NPLD@NEEFusa.org

WE WISH YOU A WONDERFUL NATIONAL PUBLIC LANDS DAY!