



Earned Media Tips and Checklist

Earned Media Tips

Tip 1: Contact local media (TV/radio/newspapers) to inform them of the dates and times of your events:

- Send the News Release to your targeted media list (included in toolkit).
- For scheduled TV appearances, have spokesperson bring visuals such as a car seat. Send images of the campaign logo (jpgs) to newspapers to include in their print edition.
- Offer PSA script to local radio stations.
 - o If applicable, offer that your spokesperson record the script.

Tip 2: Let your designated spokesperson do the talking:

- Have your spokesperson record a short message that can be run on your local cable station or posted on partner websites. This doesn't have to be fancy use a digital camera or even phone-camera.
- Offer your spokesperson for media interviews before, at and after the event.

Tip 3: Tell the story that will capture the most human interest.

- What are child passenger statistics for your community?
- What can you share about the success of safety checks in previous years?
- The media would love to talk to someone who has benefitted from a car seat check. Do you have anyone in mind? Perhaps there is a new mom who can speak to the relief she feels knowing her child's car seat is properly installed.

Tip 4: Use visuals to spread the message.

- Let media know if they attend they can have first hand video footage of a car seat check demonstration and an expert ready to provide viewers with quick tips.
- During the event, have someone taking pictures and recording video footage that you can send to media contacts who did not attend the event.

Checklist

Three To Four Days Prior To Your Event

- Share the News Release with your targeted media list.
- Tailor your pitches to individual reporters' area of interest such as automotive, consumer safety, parenting and health.
- Compile all media materials in a folder as a takeaway for media that attend your event.

Two Days Prior To Your Event

- Do a follow up phone call to media contacts to make sure they received the release. Offer pre-arranged interviews with interested media outlets.
- Review talking points with your spokesperson.
- Assign a person to greet and usher media at the event. Be sure you have designated photo/video recorder. Confirm that everyone staffing the event understands his or her day-of roles and responsibilities.

Event Day

- Time permitting, do another round of follow up calls to media to ask if they have the event on their schedule.
- Check in with your spokesperson to make sure he/she is prepared.

Immediately After Your Event

- Select the best photos from your event and email them to your local media contacts. Be sure to include a photo caption and identify spokespersons and others depicted in the photos.
- Follow up with media who did not attend the event and offer to send a media kit and/or provide a spokesperson to discuss the importance of CPS.

Within a Few Days After the Event

- Monitor press coverage.
- Email links to earned media coverage to Heather Cobler, (Heather.Cobler@state.co.us) for inclusion in the NHTSA earned media report.
- Send thank you/acknowledgement notes to media who covered the event. Let the media know that you are available as a resource on child passenger safety should they have a need for a source for a future story.