

In-person Media Tips

On-site Media Coverage:

Invite media to your Pre-K Week event, especially if you expect a legislator or prominent community members to attend:

1. One week before your Pre-K Week event, **call your local newspaper and/or TV station.** Ask for the assignment desk. Get the name, email address and phone number of the person who covers education or community events. Many news outlets no longer have a dedicated education reporter, so this may be an assignment manager, producer or the general news email.
2. Send a press release to the email you were given. Be sure to paste the press release into the text of the email.
 - Attachments are rarely opened. (A template for the press release is available on our Pre-K Week webpage: www.GaPreKWeek.org.)

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On-site Media Coverage (continued)

3. Two days before your Pre-K Week event, follow up with your contacts with an email and a phone call. Confirm that they received your press release and see if they have it assigned to a reporter or photographer, and if they plan to attend. They will not give you a guarantee.

Be prepared for them to quickly tell you they cannot guarantee coverage.

a. Remind them of the details and tell them if anything has changed, especially if a legislator or community leader has confirmed that they will be at the event.

b. If a newspaper can't send a reporter, ask if they can send a photographer.

c. If they can't send a reporter or photographer, ask if you can submit a photo with caption for inclusion in their newspaper and website. Ask for the name and contact information for the person responsible for receiving this information.