

Alzheimer Society

PEEL

MEDIA TIPS

Although Alzheimer Society Peel (ASP) cannot provide direct media support for your event or guarantee media attendance or coverage, we do want to equip you with the tools to secure your own media coverage!

Here are a few tips to help get you started:

- **Know your audience** – connect with media outlets whose viewers, listeners, and readers match the audience you are trying to reach.
- **Plan early** – some media require as much advance notice as possible to schedule coverage of community events.
- **Distribute a media advisory** – if you're seeking media coverage for your event, consider sending one out before your fundraiser. It will officially extend the media's access to your event. When drafting your advisory, ask yourself, "Why should the media care about covering my event? Are there any interesting features that would compel them to come out?" Try your best to satisfy those questions within your advisory. Keep the five Ws in mind—who, what, when, where, and why—as you develop your advisory.
- **Distribute a media release after your event** – a release is typically sent out after a fundraiser/event has taken place, reporting back to the media and the community about the success of your event. Consider circulating a media release after your event, including images from the event (if applicable) and any fundraising totals celebrating your success.
- **Assign a media contact** – designate a representative within your event committee who will handle all incoming media inquiries before your event and on event day. Be sure to include their name and contact information at the bottom of your media advisory/release so media know who to reach when confirming their attendance.
- **Identify event spokesperson(s)** – include a list of designated representatives who are equipped to speak to the media at the event. Include their names and roles/connection to the event. Be sure to prepare your speakers in advance with key messages about the event and its history, so they are equipped to speak to the media if requested for an interview.
- **For media interviews**, always start with your most important information, then provide background. This way, if a story is pared back, your most important message will be sure to be heard. Avoid giving "yes" or "no" answers when speaking to the media. Always repeat the question in your answer when responding to the question you're asked, in the event the interviewer records your answers with a tape recorder. E.g. *Q: What are you raising funds for at today's event? A: Today's event is raising funds to ensure "No one walks their dementia journey alone."*
- **ASP staff interview requests** – remember you are hosting an event to benefit Alzheimer Society Peel and are not representing the organization. If the media are interested in speaking to an ASP staff member, please contact us:
 - Phone: 905-278-3667
 - Email: donations@alzheimerpeel.com

Let us know! Keep track of any coverage you receive and email us. We'd love to share it with our team!

