

Sharing Your Message



Working with the Media

The benefits of implementing an intentional, ongoing public relations effort can provide your organization with a host of benefits. It can attract allies and sway public opinion, grow a donor base, result in positive promotion, raise awareness about your work, and establish your credibility in the community.¹

Sharing the T.E.A.C.H. Story

Tapping the power of the media to tell your T.E.A.C.H. story is vital to both sustaining and growing T.E.A.C.H. in your state.

Everybody has a story. Your organization has a story to tell too, a real story about the women and children you impact every day. Review evaluations, gather ideas from T.E.A.C.H. counselors, and collect recipient quotes to build a story.

Then get ready to share your story with the press. First seek permission and/or collect a consent form from all individuals featured. Once your story is ready to share...

- build a press kit and/or online packet, and prepare a news release,²
- outline expected questions and be prepared to answer them³, and
- plan distribution – from organization newsletters to social networking forums online.

Resources about how to build a plan for sharing your stories can be found online, through nonprofit support groups, campus libraries, small business centers and more. Utilizing sample resources such as those provided here can support you in building a strong media connection, telling a riveting story, making your web site media friendly, communicating clearly with the press, and more.

Resources for Getting Started

- **Top 10 Tips for Local Media Relations**
<http://nonprofit.about.com/od/nonprofitpromotion/tp/localmedia.htm>
- **10 Resources that will Help Your Nonprofit Use Social Media**
<http://nonprofit.about.com/od/nonprofitpromotion/tp/Resources-for-Social-Media.htm>
- **Selling Your Story to the Media**
http://tldp.org/LDP/Linux-Media-Guide/html/selling_to_media.html
- **Working with Broadcast Media**
<http://www.ctnonprofits.org/ctnonprofits/sites/default/files/fckeditor/file/resources/marketingPR/WorkingWithBroadcastMedia.pdf>

“Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light.”

—Joseph Pulitzer

Sample State Strategies

Alabama’s Business Summit

http://www.smartstartalabama.org/uploadedFiles/Business_Summit_Materials.pdf

Pennsylvania’s YouTube Video:

Change the First 5 Years and You Change Everything

<http://www.youtube.com/watch?v=GbSp88PBe9E>



A product of the T.E.A.C.H. Early Childhood® National Technical Assistance and Quality Assurance Center

PO Box 901
Chapel Hill, NC 27514
919.967.3272 – telephone
919.967.7683 – facsimile

www.childcareservices.org

© Child Care Services Association 2010

¹ A Nonprofit Toolkit for Working with the Media <http://www.coloradononprofits.org/media%20toolkit.pdf>

² http://www.artsresourcenetwork.net/organizational_growth/sos/presskit.asp & http://www.nancyschwartz.com/create_online_press_room.html

³ <http://edis.ifas.ufl.edu/wc021>