

Quality Matters Campaign - C180 MEDIA TIMELINE

First week of November:

- Determine the kind of media outreach your region wants to participate in:
 1. Event specific outreach:
 - Calendar listing to have your event publicized, especially if it is an “open invitation” event
 - Media advisory prior to event to get media to turn out *to* your event (who, what, where, when, why)
 - Press release to media outlets who did not turn out to your event but you’d like to have a story published
 2. Concept outreach (earned media coverage on the policies you are advocating for):
 - Opinion-Editorial (Op-Ed) submissions
 - Letters to the Editor (LTE) submissions
 - Interview—live radio, and/or for a story
- Identify the person in your community who will serve as the media liaison. This person’s contact information will be listed on media outreach, and they will provide background information for a story and connect media with appropriate spokespeople for an interview and/or a quote.

Note: This needs to be someone willing to DROP EVERYTHING should the media contact them.
- Identify the media outlets in your region you want to do “outreach” to and update contact information (find out who has the “beat,” whether that is human services, education, etc).
- Contact them (phone or email) and ask for submission deadlines (if applicable) for:
 1. Calendar listings
 2. Press advisories
 3. Op-Ed and LTE submissions
 4. Press releases

Note: This is especially important for non-daily media. For example, if they need content by Weds at noon, and your event is Tuesday evening, you will need to plan for publication of a press release on Weds AM to meet their deadline.

EVENT SPECIFIC TIMELINE

Two weeks before event:

- Submit calendar listings based on outlet deadlines for publication

One week before event:

- Finalize and submit the media advisory template
- Identify someone to take pictures at your event
- Identify someone to write down quotes at your event
- Put together a press packet with the following contents:
 - 2 or 3 clippings of recent media on early care and education (in your area, then statewide)
 - Press advisory for the event
 - An agenda for the event
 - Any event handouts
 - A card or contact information for your media spokesperson (cell number is best)

Week of event:

- Submit media advisory to regional outlets (no later than 1 or 2 days prior to the event)
- Make calls to media outlets (the day before or day of) asking them if they received your advisory and if they have any questions. If they say they cannot attend your event, pitch a story idea.

Day of event:

- Be prepared to greet the media with a media packet
- Take pictures!
- Write down quotes!

Day after event:

- Complete the Press Release template and/or add captions to pictures
- Submit to media outlets and follow up with phone call

CONCEPT OUTREACH TIMELINE:

First week of November:

- Identify who is willing to write Op-Ed (contact them and confirm)
Note: The Coalition has confirmed Madeleine Kunin will write an Op-Ed and Melissa Riegel Garrett can work with you on submitting to regional newspapers.
- Identify who is willing to write LTE's (contact them and confirm)
Note: This is most successful when letters are a coordinated response to a published Op-Ed
- Identify who is willing to be interviewed on a local radio show or for a printed story (if media bites).

Second and third weeks in November:

- Work with Coalition to submit Madeleine Kunin's Op-Ed
- Support people drafting LTE's by providing talking points, reviewing a draft of their letter, and reminding them of how to submit letter; follow up if not printed within a few days
- Pitch story idea to media (radio talk show hosts, reporters, editors)