

# media

HOW TO BOOST YOUR MEDIA EXPOSURE



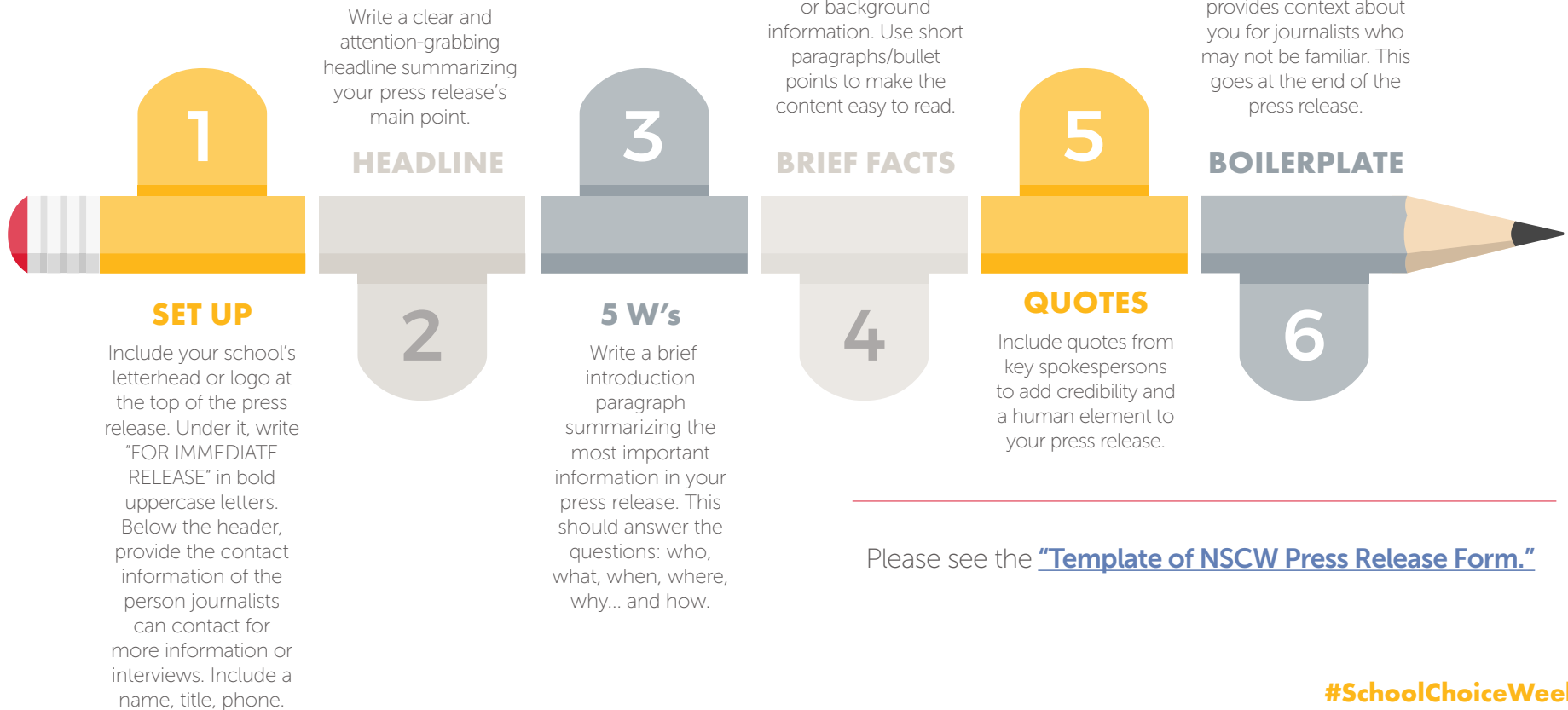
NSCW aims to encourage more families to explore their options and make informed decisions about their children's education. Having a media presence during NSCW will help you spread the word about school choice in your community.

**Your media presence will help raise awareness about the importance of educational options and empower families to make the best choices for their children's education.**

# MEDIA 101

## Write an Effective Press Release

Writing a press release involves a structured format that ensures clarity, conciseness, and engagement.



Please see the ["Template of NSCW Press Release Form."](#)

# MEDIA 101

## Build a Media List

Invest time in creating a media contact list for press releases and media pitches. This will ensure that your news reaches the appropriate individuals, maximizing your media coverage.

Identify media catering to your target audience.

Radio TV  
Websites Blogs  
Newspapers  
Magazines

Look for journalists with an education beat.

Google recent stories similar to yours for media/contact information.

## Media Term Flashcards

The following are some basic terms to become familiar with as you navigate your school's media plan. Best of luck on your journey!

### Webcasting

When broadcasting is done via the Internet

### Broadcast

To transmit electronically by radio or television, virtually.

### Photojournalist

A media professional who takes pictures of newsworthy subjects, such as public figures and local events, on the news station's behalf.

### Social Media Manager

Utilizes social media to give content a broader reach and establish new audiences.

# MEDIA 101

## Develop a Media Pitch

Send a media pitch to persuade journalists to cover your story. Follow these steps to grab the attention of your media contacts and persuading them to pursue and feature your National School Week events.



# MEDIA 101

## Submit Your Press Release and Media Pitch

Once you craft your press release and media pitch, it's time to deliver them to your media contacts.

### EMAIL

The best way to send a press release to the media is via email. For this you will need to craft a media pitch (next section) and attach the press release (never in PDF format). Following up within a few days is critical. Offer additional information if needed.



### NEWSWIRE

Another option to increase the visibility and reach of your press release is to invest in placing it on a newswire or using PR platforms. Newswire services distribute press releases to a broad network of journalists, newsrooms, websites, and other media outlets, helping ensure that your press release reaches a large and relevant audience.



# MEDIA 101

## Improve Your Chance for Coverage

Improve your chances of gaining media exposure. Consistency and persistence are your friend! However, not every pitch will result in media coverage, and that's okay. Don't take rejection personally or become discouraged. Just stay persistent, refine your pitches, and always provide value to earn media coverage for your school:

1

### BE READY

Respond promptly to any inquiries or requests for interviews from journalists. Be available for follow-up questions or additional information. TV reporters usually contact you for an interview on the same day.



2

### POST

Share any media coverage you receive on your social media channels. Tag journalists and media outlets to extend your reach.



3

### ANALYZE

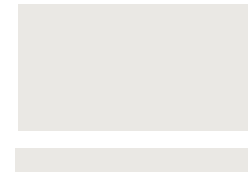
Track your media coverage and measure the impact on your brand awareness and engagement. Use tools like Google Alerts or media monitoring services to stay updated.



4

### SHARE

Offer journalists valuable insights, resources, or expert commentary even when you're not seeking coverage. Building genuine relationships can lead to future opportunities.



5

### NETWORK

Send a thank-you to journalists who cover your story. Building relationships with journalists can help strengthen your options for future collaboration, but this takes time and effort.



# MEDIA 101

## Avoid These Five Mistakes

While you'll be tempted to make every effort for media exposure, there are important DON'Ts to keep in mind:

**01**

Avoid sending multiple pitches or emails about unrelated topics. Respect their time and focus on sending targeted and relevant pitches.

**02**

While follow-up is important, avoid being overly pushy or aggressive in your communications with journalists. Respect their decisions and timelines.

**03**

Never provide false or misleading information to journalists. Fabricating stories or exaggerating facts can damage your credibility and reputation.

**04**

When engaging with journalists, avoid speaking negatively about competitors or other media outlets. Instead, focus on highlighting the strengths of your own story.

**05**

Don't overlook the importance of researching the journalist and their work before reaching out. Familiarize yourself with their beat, writing style, and recent articles to tailor your pitch effectively.

# MEDIA 101

## Use These 5 Social Media Tips for a Broader Reach

Use these five tips to propel your online presence.

### Engage with Your Audience:

Respond to comments, share user-generated content, and create interactive posts such as polls, quizzes, and Q&A sessions. Engaging with your audience helps build a community and encourages more people to share and interact with you.

### Plan and Schedule Posts:

Create a content calendar leading up to the celebration. Schedule posts to build anticipation and provide updates. Consistent posting keeps your audience informed and excited.

### Share Engaging Visual Content:

Post high-quality photos and videos of the celebrations. Use live streaming features to broadcast events in real time, allowing those who can't attend to participate virtually.

### Utilize Hashtags and Geotags:

Create a unique hashtag for the celebration and encourage students, parents, and staff to use it in their posts. Use geotags to increase visibility to local audiences and attract community engagement.

### Collaborate with Influencers and Partners:

Partner with local influencers, alumni, and community leaders to promote the celebration. Their endorsement can extend the reach and bring more attention to your events.







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