

## Media Relations Tip Sheet

### Components of an Effective Media Campaign

- Media Kit
- Public Service Announcement (PSA)
- Community Event Notice and Advertising
- Interview
- News Release

Initiate your media campaign by crafting key messages as the cornerstone for your promotional materials and interviews. Ensure that these messages address the fundamental 5 Ws: who, what, when, where, and why. Nurture positive relationships with local media outlets. Maintain an up-to-date contact list including local media within your community.

### Media Kit

A media kit serves as a package of promotional materials, which can be used electronically or in hard copy format prior to interviews. Its contents may include:

- News release
- Backgrounder
- Program of your activities or event
- List of collaborating partners/sponsors
- Biographies
- Fact sheet: A concise overview of your organization, delineating its mission, target audience, affiliated partners/sponsors, and the integral role of volunteers in your endeavors
- Contact information

### Media Kit Tips

- Ensure consistent branding by incorporating your logo and contact details across all materials.
- Emphasize readability by utilizing white space.
- Infuse a human-interest element by incorporating quotes from volunteers or individuals impacted by the efforts of your volunteers.
- By following these guidelines and assembling a robust media kit, your campaign will maximize visibility and impact.



## Public Service Announcements and Community Event Notices and Advertising

PSAs, community event notices, and advertisements serve as concise announcements through various mediums such as television, radio, newspapers, social media, and magazines.

### Tips for Effective Messaging

- In print media, less is more. Clearly outline the event or activity while providing contact information or a website for further details.
- Radio announcements should be simple, spanning approximately 10 to 60 seconds, utilizing straightforward language.
- Community television stations typically require copy with specific formatting guidelines, including 24 to 30 characters per line and 8 to 10 lines of text. Ensure to inquire about exact requirements and deadlines from the respective stations.
- Explore potential benefits such as reduced rates or media sponsorship by leveraging your organization's charitable status.

### Interview

While designating a primary spokesperson is advisable, it's important to identify an alternate representative in case the primary individual is unavailable for an interview request.

For phone interviews, ensure prepared notes containing key messages and relevant details such as sponsor information. When providing photographs for newspaper interviews, obtain signed consent from the individuals featured.

### News Release

A news release serves to inform the media about forthcoming events or initiatives aimed at raising awareness about your organization.

### Tips for Crafting an Effective News Release

- Maintain conciseness by limiting the release to one page, presenting it on the organization's letterhead along with contact information.
- Start the release with a captivating yet factual introduction.
- Incorporate a boilerplate section providing a brief overview of your organization, along with details of the designated media contact. Conclude the release with "-30-" centered at the bottom of the page.



## News Release Template

NEWS RELEASE  
For immediate release

DATE OF RELEASE

### WRITE YOUR TITLE HERE IN ALL CAPS & BOLD

**YOUR CITY, PROVINCE** | From April 14 to 20, 2024 Volunteer Canada and (your organization) celebrate Canada's 24 million volunteers during National Volunteer Week (NVW).

This annual celebration is a time to thank and recognize volunteers from coast to coast to coast. This year's theme is Every Moment Matters. It highlights the importance of every volunteer and each contribution they make at a moment when we need support more than ever.

(Insert a few short sentences about your organization and its involvement with volunteers and NVW)

National Volunteer Week 2024 Events:  
(Insert information about your organization's events)

(Insert boilerplate about your organization. Example below.)

#### **Volunteer Canada ([www.volunteer.ca](http://www.volunteer.ca))**

Volunteer Canada's Mission is to advance volunteerism to grow connection, community and belonging. Since 1977, Volunteer Canada has acted as the national voice and leadership body for volunteerism. A registered charity with over 1,100 organizational members, Volunteer Canada works with a diversity of corporate, charity, nonprofit, and education partners nationwide to strengthen the quality, quantity, and accessibility of volunteering. We are the sector's backbone organization providing leadership, expertise, standards of practice and resources for the public, private, and charitable sectors.

For more information, please contact:  
(Name, title and contact information for your organization's media person)

