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How to Engage Media

One of the most effective ways to raise awareness about your tribal home visiting program is to work with the media. The first step in engaging media, is developing a relationship with your media contact through regular and timely submission of stories. Representatives from the media are important partners who can help you raise awareness of your program among targeted populations. In addition, engaging media plays a critical role in bringing public attention to your program. Ongoing media coverage and awareness of your program contributes to success and sustainability.

How to Identify Key Media

When engaging with the media, the first step you should take is identify the various media outlets in your area you should target. These tips will help you go through the steps on how to identify media outlets.

Finding News Outlets Checklist

Title	Description	Check
Identify Media	◆ Identify media in your area you should target	<input type="checkbox"/>
Research Outlets	◆ Focus on outlets that have highlighted tribal programs, tribal communities, community issues and tribal/child health issues	<input type="checkbox"/>
Develop your message	◆ Provide clear details to help the media portray your story accurately. You can use the program pitch or success story guides in the dissemination toolkit to assist in your message development.	<input type="checkbox"/>
Ask for Support	◆ Ask local leaders to help you find contacts that will assist you in reaching media outlets	<input type="checkbox"/>

Potential news outlets include:

- local or tribal newspapers
- newspapers with a circulation in your region of the state
- local radio programs, especially those that cover native issues

- local television news or community programs
- websites of tribal nations and organizations
- news websites and blogs
- community newsletters (e.g., those sent to tribal elders or to Indian education families)

Tips Collecting News Outlet Information

Once you have completed your research, it is important to compile this information in a central location for future use. Having this information readily available will save valuable time in meeting submission deadlines. The database can also serve as a reference for previous media contacts and a way to track successful story placements. Once you have a contact name, work to develop a relationship with your contact through regular and timely submission of stories. Keep notes next to each contact name to identify specific issues of interest. Remember to update your database as needed.

Title	Description	Check
Develop Database	<ul style="list-style-type: none"> ◆ Seek out possible sources ◆ Create a tracking list in excel, work or a database 	<input type="checkbox"/>
Develop Relationship	<ul style="list-style-type: none"> ◆ Work with your contact through regular and timely submission of stories 	<input type="checkbox"/>
Track notes	<ul style="list-style-type: none"> ◆ Keep notes next to each contact name to identify specific issues of interest 	<input type="checkbox"/>
Update Data Base	<ul style="list-style-type: none"> ◆ Remember to update your database as needed 	<input type="checkbox"/>

General

News outlets have different “beats” or issues they cover. Beats are what the news outlets like to commonly feature. For example “Indian Country Today” has a section that is focused on health, this may be a good match for featuring your program. Seek out and pitch stories to reporters, writers, editors, and producers with the following beats:

- Native/Community News
- Children
- Families
- Moms/Pregnancy
- Early Childhood Education/Development
- Health
- Nutrition or Diet

Excel Data Base Example

Media Outlet	Contact Person	Email	Phone Number	Notes

How to Develop your Message

Forming your Content

When developing your content, consider the following:

- Discuss your home visiting activities and how they affect families and the tribal community (e.g., the Tribal Home Visiting Program has partnered with Early Head Start to create the first ever Activity Workbook to encourage parent child bonds).
- Include local statistics that highlight the tribal community partnerships that support children’s participation in child care and early childhood education programs.
- Look for child welfare or tribal family welfare reports that provide local community statistics.
- Use this data to talk about how your program is working to change these numbers.

Journalists (especially editors) decide what is newsworthy by taking the following into consideration:

- What is the potential audience interest?
- What is the impact of the issue (i.e., numbers affected)?
- How timely is the issue?
- Is this something unusual or unexpected?
- Is this a current local or national area of interest?

Tools in Reaching Out to the Media

The media are an important target audience to consider in your dissemination activities. There are a number of tools to help you develop a strong working relationship with the media. The following is a list of tools targeting the media, which is part of the Tribal MIECHV dissemination toolkit. Below is a list and brief summary of media tools.

The following tools and templates are available in the toolkit for you to use.

- Media Advisory
- Press Release
- Editorials or Opinion Editorials (Op-Eds)
- Letter to the Editor
- Public Service Announcement (PSA)

How to Write a Media Advisory

Media advisories are one-page documents that quickly alert the media to an upcoming event. It is an invitation or notification for specific members of the media to attend an event. The advisory provides information only the media would need to know. In addition, the advisory covers the details of the event (i.e., the purpose of the event, the host(s), where and when the event is taking place, and any notable guests or speakers). Below are the steps to use when creating your media advisory.

Media Advisory Checklist

Title	Media Advisory Checklist	Check
Contact Information	<ul style="list-style-type: none"> ◆ Insert names and phone numbers on the top right corner ◆ Make sure the contacts you choose can be reached easily by phone 	<input type="checkbox"/>
Headline	<ul style="list-style-type: none"> ◆ Make the headline attention grabbing ◆ Include the most important information in the headline ◆ Use large font and italicize 	<input type="checkbox"/>
Event Details	<ul style="list-style-type: none"> ◆ Include who, what, when, where and why for the event 	<input type="checkbox"/>
Describe Event	<ul style="list-style-type: none"> ◆ Include a short description of the event ◆ Make the most important points early in description ◆ List speakers who will be at the event ◆ Include a quote or a message you want to convey 	<input type="checkbox"/>
Include Quotes	<ul style="list-style-type: none"> ◆ Include a quote from a tribal leader or spokesperson in the second or third paragraph ◆ Articulate the purpose of the quote 	<input type="checkbox"/>
Contact for Interviews	<ul style="list-style-type: none"> ◆ Provide contact information for interviews ◆ List the contact information for the event organizers ◆ Confirm with the contacts that they are comfortable having their information distributed 	<input type="checkbox"/>
Boilerplate Information	<ul style="list-style-type: none"> ◆ Include key phrases or pieces of text that can be used repeatedly in different documents ◆ Once you've written boilerplate text, you can use or revise as needed for future media advisories ◆ Include boilerplate information in the last paragraph ◆ A short summary of your program would be useful boilerplate information for media advisories ◆ Boilerplate information is optional, but it doesn't hurt to include it to help identify your program 	<input type="checkbox"/>
Photo Opportunity Information	<ul style="list-style-type: none"> ◆ A photo opportunity is an arranged opportunity to take photographs of a notable person or event ◆ If your event will have a photo opportunity, be sure to mention this at the end of the media advisory ◆ Be sure to send the media advisory to the photo editors of local news outlets as well as to reporters—they don't always share information with each other ◆ Be sure you have permission from individuals or families to use the photos 	<input type="checkbox"/>

Distribute	<ul style="list-style-type: none">◆ A media advisory should arrive at news outlets 3 to 5 working days before the event◆ Email or fax your media advisory to the appropriate reporter, editor, or producer at each news outlet on your press list.	<input type="checkbox"/>
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Tips for Writing a Media Advisory

- Use your organization's letterhead.
- Grab attention with a good headline.
- Get to the point in the first paragraph.
- Include hard numbers that support the importance of your program, event, or product.
- Make it grammatically correct and easy to read.
- Include quotes whenever possible.
- Include your contact information.
- Make the media advisory no longer than one page—paragraphs should be no longer than three or four lines.

Example Media Advisory

For Immediate Release

[Insert Date]

Contact

[Insert Name]

[Insert Phone Number]

[Insert email address]

Media Advisory

[Insert tribe or program name] to Hold Family Day Celebration

What: [Insert City] [Insert State], [Insert tribe or home visiting program name] will hold a family day celebration. In addition to wonderful food and games, representatives from the [insert program name] will be present to promote their home visiting program.

The [Insert program name] home visiting program supports the development of happy, healthy, and successful American Indian and Alaska Native children and families through a coordinated home visiting strategy that addresses critical maternal and child health and development, early learning, family support, and child abuse and neglect prevention. The culturally-relevant and evidence-based program also links participants to various community programs that serve pregnant women, expectant fathers, young children, and families.

According to [insert name] [“insert quote.”]

Who: [Insert Name, Role, Organization]

[Insert Name, Role, Organization]

[Insert Name, Role, Organization]

When: [Insert Date and Time]

Where: [Insert Location]

[Insert Address]

Why: In [Insert State], American Indian and Alaska Native mothers are twice as likely to report negative birthing experiences at [insert county name] hospitals. According to a recent survey conducted by the [insert tribe], they are also more likely to be dissatisfied with the cultural responsiveness and understanding of local pediatric care providers. Join [insert home visiting program name] in this family day celebration to hear from participants and providers, and learn more about the promise of innovative, culturally-relevant tribal home visiting services to address these issues.

Visit our website, [insert website information] for directions.

Photos opportunities available

How to Write a Press Release

A press release is a written communication directed at the news media, which seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service, or product. The information can be used to attract the media to an event to receive publicity and can be used to create a follow up story to the event. Below is a check list to use when writing a press release.

Press Release Checklist

Title	Press Release Checklist	Check
Headline	<ul style="list-style-type: none"> ◆ Headline needs to grab the readers interest ◆ The big message should be in the headline 	<input type="checkbox"/>
1 st Paragraph	<ul style="list-style-type: none"> ◆ Don't bury the main information in the article include it in the first paragraph ◆ Should contain who, what, when, where and why 	<input type="checkbox"/>
Facts and Statistics	<ul style="list-style-type: none"> ◆ Include numbers that support the importance of what you are sharing ◆ Connect the numbers with important information about your home visiting program 	<input type="checkbox"/>
Is it newsworthy?	<ul style="list-style-type: none"> ◆ Focus on the unique aspect of your program or event ◆ Include special speakers or guests ◆ Include quote or sound bite ◆ Build your story around a news item that attracts attention such as an award, milestone or a new partnership 	<input type="checkbox"/>
Links	<ul style="list-style-type: none"> ◆ Include links to your website, blog and social media pages ◆ Keep your website and other online sources updated 	<input type="checkbox"/>
Quote an Expert	<ul style="list-style-type: none"> ◆ Use direct quotes from key people involved in your home visiting program or people who are important leaders in your community 	<input type="checkbox"/>
Boilerplate info	<ul style="list-style-type: none"> ◆ Include key phrases or pieces of text that can be used repeatedly in different documents ◆ You can use or revise as needed for future uses ◆ If you have boilerplate information about your home visiting program that is relevant, use it in your press release ◆ Boilerplate is optional, but helps identify your program 	<input type="checkbox"/>
Contact Information	<ul style="list-style-type: none"> ◆ Provide contact information at the end ◆ List contacts name and number at the top of the press release ◆ List the participant's contact information for an interview ◆ Make sure you confirm with contacts it is okay to use their information 	<input type="checkbox"/>
Be Accurate	<ul style="list-style-type: none"> ◆ Make sure every fact in your press release is written clearly and accurately so it can be verified 	

	<ul style="list-style-type: none">◆ Spelling and grammar are important◆ Have other people edit and proofread your release before it goes out	
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Tips for Writing a Press Release

- Use your organization's letterhead.
- Grab attention with a good headline.
- Get to the point in the first paragraph.
- Include hard numbers that support the importance of your program, event, or product.
- Make sure information is grammatically correct.
- Include quotes whenever possible.
- Include your contact information.
- Make the press release no longer than one page.
- Provide access to more information.

Example Press Release

For Immediate Release (date)

[Insert name of grantee program here] holds [insert event] for members of the [insert tribe name]

[Insert program name] holds [insert event].

[Insert CITY, STATE, DATE] – On [date] [grantee name] held a [insert activity or event here] for the members of the [tribe name] at [insert location] to recruit families into the [insert program name] program. [Insert number of attendees] families attended this event. Food and games were enjoyed by all, and current participants in the [Insert program name] program shared their experiences.

The [program name] works with young American Indian and Alaska Native families to support the development of happy, healthy, and successful children and families through a coordinated, culturally relevant, evidence-based home visiting program that addresses critical maternal and child health, development, early learning, and family support issues. Participation in the program results in improved maternal and child health, school readiness, parenting, and socio-economic status. Participants also demonstrate improved parenting and reduced crime and domestic violence, and have greater access to community resources and supports.

According to [insert name], this program has been successful [“insert quote”]. [Insert name] adds [“insert quote”].

Visit [insert program web address] or call [insert phone number] to learn more information about the [insert home visiting program name] program.

[The concluding paragraph is known as the “boilerplate” and should contain no more than 3-4 lines. It is a short "about" section, providing independent background information about your organization. You can also use this section to explain your mission, any future goals or activities, and how you are currently meeting the needs of the tribal families you serve.]

Contact Information:

[Company Name]

[Address]

[Telephone]

[Website]

How to Write an Op-ed

An op-ed (short for "opposite the editorial page") is an essay in a newspaper or magazine which expresses the opinion of the writer and is written by someone who is not employed by the newspaper or magazine. The essay is typically about major news events and current topics and timing is essential.

Newspapers and magazines receive many op-ed submissions so there is competition. To get an op-ed published about your home visiting program, it is important to establish your expertise, capture interest, and convey the immediate relevance of your point of view quickly and decisively. You may choose to write about a recent event or the success of your program. A clear and persuasive op-ed article can reach many readers, may change minds, and perhaps even reshape policy. Below is a check list to assist you in writing your Op-ed.

How to Write an Op-ed

Title	Op-ed Checklist	Check
Check Guidelines	<ul style="list-style-type: none"> ◆ The publication you choose will provide guidelines on how to submit your article, make sure you follow these guidelines 	<input type="checkbox"/>
Know your Position	<ul style="list-style-type: none"> ◆ Be able to sum up your case in one sentence ◆ Make sure to include the positive effects the home visiting program has contributed to your community. For example, the tribal home visiting program has contributed to the improved self-confidence of young mothers which is evidenced by increased age appropriate parent-child interactions. 	<input type="checkbox"/>
Be Informal	<ul style="list-style-type: none"> ◆ Use everyday speech ◆ Write as you would explain your position to a friend or fellow community member 	<input type="checkbox"/>
Keep it Simple	<ul style="list-style-type: none"> ◆ State your opinion clearly and quickly ◆ Back up your opinion with facts and examples ◆ Limit your article to no more than 700 words ◆ Highlight the success of your home visiting program and speak to the inclusion of cultural aspects and traditions which contribute to the programs' success 	<input type="checkbox"/>
State your Opinion	<ul style="list-style-type: none"> ◆ You don't need to be objective ◆ Put forward your case in a persuasive but polite manner 	<input type="checkbox"/>
1 st Paragraph	<ul style="list-style-type: none"> ◆ Your first sentence should grab people ◆ Start with a concrete story, image, or example that sums up what you are saying, then state your position ◆ Relate your position to important cultural values, traditions, strengths, or needs 	<input type="checkbox"/>

Support your Position	<ul style="list-style-type: none"> ◆ Back up the point that you made ◆ Acknowledge the opinions of those who may disagree with you, and address their point of view ◆ In the following paragraphs, state the rest of your ideas supporting your case ◆ Use facts, statistics, history, cultural knowledge, and your own first-hand experience gained through work in your community 	<input type="checkbox"/>
Conclusion	<ul style="list-style-type: none"> ◆ In the last paragraph, take your case a step further and tell your readers what needs to be done next ◆ You can make recommendations ◆ Make your last sentence memorable, perhaps add a quote from a family member or a tribal leader. Bring the essay full circle by coming back to your original point. 	<input type="checkbox"/>
Contact Information	<ul style="list-style-type: none"> ◆ Put your contact information at the bottom of your piece 	<input type="checkbox"/>

Tips for Writing an Op-Ed Article

- Gauge interest by calling the opinions editor.
- Make it timely by linking to something in the news (e.g., a holiday, important date, etc.).
- Make a single point and state your point or opinion first.
- Make it basic but don't talk down to your audience.
- Avoid sounding too intellectual.
- Keep sentences and paragraphs short.
- Use the active voice.
- Present both sides of an issue.
- Suggest a simple solution and back it up with an example when writing about a problem.
- Avoid jargon and acronyms.
- Make a specific recommendation.
- End with a bang.
- Keep it brief. Find out the word limit of the paper you are submitting to—most word limits are about 700 words.

How to Write a Letter to the Editor

A letter to the editor is a letter sent to a publication about issues of concern from its readers. Often, the letter is in response to a published article. The letter may be mailed or emailed to the publication.

Letters to the editor are an effective way to respond to an issue you feel strongly about. You can let people know what you think and even influence them to take action through emotions or facts. You can use a letter to the editor to publicize the successful work of your home visiting program. Most readers scan letters to the editor, so a letter can bring attention to matters important to you and to a broader audience and generate discussion. Below is a checklist to use when drafting a letter to the editor.

Letter to the Editor Checklist

Title	Letter to the Editor Checklist	Check
Opening Statement	<ul style="list-style-type: none">◆ A simple "To the Editor of the Daily Sun," or "To the Editor" is sufficient◆ If you have the editor's name you should use it	<input type="checkbox"/>
Grab Attention	<ul style="list-style-type: none">◆ The opening sentence should tell readers what you're writing about and make them want to read more◆ Describe the specific situation and how it relates to home visiting	<input type="checkbox"/>
Explain the Letter	<ul style="list-style-type: none">◆ Don't make the editor or the general public wait to find out what you want to say, tell them your key point at the beginning◆ If your response is about a specific article, make sure to reference that article◆ After making your key point, be sure to concisely provide support for your position by including data and/or a research statement	<input type="checkbox"/>
Explain the Issue	<ul style="list-style-type: none">◆ It's important to explain the issue and its importance in plain language◆ Use language most people will understand◆ Include facts on how the home visiting program has benefitted individuals, families, and the community	<input type="checkbox"/>
Localize	<ul style="list-style-type: none">◆ Explain why your local community should care about your issue◆ State some of the issues that exist and how your home visiting program works to improve the lives of children and families in your community◆ If you are responding to an article, refer to points made in that article	<input type="checkbox"/>
Your Opinion	<ul style="list-style-type: none">◆ If you disagree with a certain action or policy, provide constructive criticism◆ Be sure to include suggestions about what could be done to improve the situation◆ The more good reasons you can give to back up your suggestions, the better	<input type="checkbox"/>

Keep it Brief	<ul style="list-style-type: none"> ◆ Shorter letters have a better chance of being published ◆ Review your letter and condense as necessary 	<input type="checkbox"/>
End Strong	<ul style="list-style-type: none"> ◆ Close your letter with the thought that you want your readers to take away 	<input type="checkbox"/>
Signature	<ul style="list-style-type: none"> ◆ Be sure to write your full name (and title, if relevant) and include your address, phone number, and email address ◆ Newspapers won't print anonymous letters, though in some cases they may withhold your name on request ◆ They may also call you to confirm that you wrote the letter before they publish ◆ Many newspapers and magazines accept online submissions so it is best to check the publication regarding their policy 	<input type="checkbox"/>
Clarity	<ul style="list-style-type: none"> ◆ A newspaper cannot print every letter it receives, but clear, well-written letters are more likely to be given more serious consideration 	<input type="checkbox"/>

Tips on Writing Effective Letters to the Editor

- Make your letter timely.
- Make the letter 200 words or less. Publications have different word count requirements, so be careful to follow the guidelines of the publication.
- Email your letter in the body of an email, not as an attachment.
- Use verified facts. Check original sources rather than relying on what was cited in another media outlet.
- Show how readers may be affected by the issue (i.e., why is this issue important to the community).
- Ask readers to take action and tell them the specific steps they can take.
- Write in plain, clear language.
- Use quotation marks when writing a title, not italics.
- Check for proper grammar and spelling.

Example Letter to the Editor

[Name of Publication]

Attention: Letters to the Editor

[Address]

[City], [State] [Zip or Postal Code]

Or use the format below for an email.

[Email]

[Title]

[Dear/ To the] Editor:

Did you know that American Indian and Alaska Native (AI/AN) mothers in [insert state] are twice as likely to report negative birthing experiences at [insert county name] hospitals? According to a recent survey conducted by [insert tribe], they are also more likely to be dissatisfied with the cultural responsiveness and understanding of local pediatric care providers. These statistics are unfortunate, but they can change. The [program name] home visiting program works to change these statistics. [Program name] provides services to young AI/AN families from a position of cultural strength and pride.

The [program name] works with young AI/AN families to support the development of happy, healthy, and successful children and families through a coordinated, culturally relevant, evidence-based home visiting program that addresses critical maternal and child health, development, early learning, and family support. Not only are our families receiving home visits by a trained specialist, but families are also linked with various services for pregnant women, expectant fathers, young children, and families. Participation in the program has already resulted in improved confidence in parenting skills and broader support systems for young parents. Participants also have greater access to community resources and supports.

To participate in the program please call [insert name] at [insert telephone number] or email [insert email address]. There is also a website where you can learn more about the [program name] program: [insert website]. Please feel free to disseminate this information widely.

Remember, children are the seeds of our future. With early nurturing, they can grow and flourish in body, mind, and spirit.

Sincerely,
[Name of Writer]
[Writer's Title]
[Writer's Organization]
[Address]
[Telephone Number]
[Email]

How to Write a Public Service Announcement

A Public Service Announcement (PSA) is a free advertisement that the news media distribute to highlight information about nonprofit organizations' programs, activities, or events. PSAs are used to educate the public by sharing information about a specific topic or issue. A PSA is one way to disseminate information about your home visiting program to your community. The message in the PSA should be clear. Include the date and time of the event and any information that the audience may need, such as a web address or telephone number to learn more. Below are a few key steps to think about when developing a PSA.

PSA Checklist

Title	Public Service Announcement Checklist	Check
Choose Topic	<ul style="list-style-type: none"> ◆ Pick a subject that is important to you ◆ Keep your focus narrow and to the point. ◆ More than one idea confuses your audience, so have one main idea per PSA. 	<input type="checkbox"/>
Letter Head	<ul style="list-style-type: none"> ◆ Print the PSA on your organization's letterhead 	<input type="checkbox"/>
Page Label	<ul style="list-style-type: none"> ◆ Type and center PUBLIC SERVICE ANNOUNCEMENT at the top of the page 	<input type="checkbox"/>
Add Release Date	<ul style="list-style-type: none"> ◆ Indicate the dates you would like the PSA to air ◆ For example, you can type "For Immediate Release" or "For Release on May 24, 2014." 	<input type="checkbox"/>
Contact Information	<ul style="list-style-type: none"> ◆ Include a contact name, phone number, and email address ◆ Have the contact person be prepared to answer questions. 	<input type="checkbox"/>
Headline	<ul style="list-style-type: none"> ◆ Provide a short headline that summarizes the content ◆ It is helpful to include your organization's name in the headline ◆ If the headline, organization, or home visiting program name is in your native language, follow it with the phonetic pronunciation in parentheses 	<input type="checkbox"/>
Identify Organization	<ul style="list-style-type: none"> ◆ You should include your home visiting program or organization's name separately, even if it's in your headline 	<input type="checkbox"/>
Core Message	<ul style="list-style-type: none"> ◆ Deliver exactly one core message ◆ If appropriate, start the announcement with a greeting in your local Native language(s); using Native languages 	<input type="checkbox"/>

	<p>may very effective in catching your tribal audience's attention</p> <ul style="list-style-type: none"> ◆ Make sure the person reading the language uses correct pronunciation verified by a fluent speaker ◆ End with an appropriate word or phrase, perhaps for 'thank you.' 											
PSA Timing	<ul style="list-style-type: none"> ◆ Include the PSA's length in seconds (i.e., how many seconds it should take to read the PSA on the air) and the word count ◆ Make sure your message fits into the standard time slots of 10, 15, 30, or 60 seconds ◆ Most stations want 30 second announcements ◆ Your contact information should be included in the overall timing of your message <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Length of PSA, in seconds</td> <td style="padding: 5px;">10</td> <td style="padding: 5px;">15</td> <td style="padding: 5px;">20</td> <td style="padding: 5px;">30</td> </tr> <tr> <td style="padding: 5px;">Number of words</td> <td style="padding: 5px;">20–25</td> <td style="padding: 5px;">30–35</td> <td style="padding: 5px;">40–50</td> <td style="padding: 5px;">60–75</td> </tr> </table>	Length of PSA, in seconds	10	15	20	30	Number of words	20–25	30–35	40–50	60–75	<input type="checkbox"/>
Length of PSA, in seconds	10	15	20	30								
Number of words	20–25	30–35	40–50	60–75								
Standard Format	<ul style="list-style-type: none"> ◆ Type on only one side of the paper, and make sure your announcement fits on one page ◆ Double-space or triple-space the PSA so it can be easily read ◆ Indent all paragraphs ◆ Use one inch margins on the left and right 	<input type="checkbox"/>										
Catchy First Line	<ul style="list-style-type: none"> ◆ The first line should aim to grab the audience's attention quickly 	<input checked="" type="checkbox"/>										
Keep Audience's Attention	<ul style="list-style-type: none"> ◆ You might use visual or audio effects, an emotional response, humor, or surprise to hold your target audience 	<input type="checkbox"/>										
Vital Information	<ul style="list-style-type: none"> ◆ Make sure to include who, what, when, where, why, and how 	<input type="checkbox"/>										
Call to Action	<ul style="list-style-type: none"> ◆ Include what you want readers to do as a result of listening to the PSA. Do you want them to attend an event? Do you want them to perform a specific action? Are you recruiting families for your home visiting program? 	<input type="checkbox"/>										
Include Ending Notion	<ul style="list-style-type: none"> ◆ Mark the end of your announcement with “# # #” to indicate it is the end 	<input type="checkbox"/>										

Getting Your PSA Aired

- Make sure you find out the television or radio station's policy regarding PSA's before you submit one.
- Consider submitting more than one version so the station can choose which one they want to air.

- Know who your target audience is and select a television or radio station that caters to that audience.
- After you send out your PSA, call the television or radio station to follow up.

Tips for Writing a Public Service Announcement

- Edit tightly. Look for ways to shorten phrases and sentences.
- Include a news item or something to grab the audience's attention.
- Avoid clichés such as, “this is an announcement...” or “we are holding an event...”
- Use repetition to make sure your message is heard, but don't repeat information in close proximity.
- Do your research. Try to get the most current facts on your topic. Statistics and references can add to a PSA. You want to be convincing and accurate.
- Maintain a narrow focus.
- Know your audience. Consider your target audience's needs and preferences, as well as their culture, values, and traditions.
- Use the present tense and the active voice.
- Use short, upbeat sentences written in everyday language.
- Use conversational style.
- Use simple words and avoid jargon.
- Avoid long sentences.
- Avoid long lists, colons, semicolons, and brackets.
- Avoid too many pronouns.
- Use conjunctions and prepositions sparingly.
- Vary sentence length to provide rhythm.
- Frame your message by talking about results. Include data related to the success of your home visiting program.
- Use emotion.
- Make it personally relatable.

How to Develop and Send a Press Kit

Send a press kit to your media outlet before an event, after an interview, or along with your announcement. A press kit provides the media outlet with background information that can help reporters develop a story. A press kit should contain:

- A brochure of your tribal home visiting program summarizing the tribal home visiting program's mission and objectives
- A fact sheet on your tribal home visiting program that includes anecdotal and statistical information
- A biography of your spokesperson, featured speakers, or of person being interviewed
- A press release or media advisory
- Highlights of upcoming events
- A 5x7, B&W photograph print for a newspaper (ask your newspaper the desired format) or provide a link to an electronic photo for a newsletter
- A one-pager that contains quotes by spokespeople or influential tribal community leaders
- A business card

