

MEDIA TRAINING 201

WRITTEN COMMUNICATION TOOLS

SPRING 2007

In order to assist Bureau of Tobacco Use Prevention and Control Partners in bringing others to the table for community mobilization and action, the CAI Tobacco Control Training Project (TCTP) has developed a one-day training program with the following Goal and Objectives:

Overall Goal: To give partners the skills and tools to reach out successfully to the media to promote tobacco control and de-normalize tobacco use.

Objectives: After the training, participants will be able to:

- Define public relations;
- Describe what is news and how the news industry works;
- Name the elements of a press release;
- Describe when to use a press release, media advisory and pitch letter;
- Write effective press releases, alerts and “pitch” letters; and
- Act as a liaison between the world of news and the world of tobacco control.

Media Training 201

Written Communications Tools

Day AT A GLANCE
9:00 am – 4:30 pm

Time	ACTIVITY	Time Required
9:00 – 9:30 am	Welcome & Introductions/ Ground rules	30 minutes
9:30 -10:00 am	What is Public Relations? What is News?	30 minutes
10:00 – 10:30 am	Writing Press Releases: Overview	30 minutes
10:30 – 10:45 am	~~~ BREAK ~~~	15 minutes
10:30 am – 12:00 pm	Writing Press Releases: Practice I	90 minutes
12:00 – 12:45 pm	~~~ LUNCH ~~~	45 minutes
12:45 – 1:45 pm	Press Release Writing: Practice II	60 minutes
1:45 – 2:30 pm	Media Alert Writing	45 minutes
2:30 – 2:45 pm	~~~ BREAK ~~~	15 minutes
2:45 – 3:45 pm	Pitch Letter Writing	60 minutes

3:45 – 4:15 pm	Press Kits and Q & A	30 minutes
4:15 – 4:30 pm	Wrap-Up and Evaluations	15 minutes

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MATERIALS NEEDED FOR TRAINING:

These are the materials you will need for the entire training. Special materials described in each section are in addition to these.

- Training Packets with copies of Agenda, PowerPoint Slides and other materials
- PowerPoint Slides
- LCD projector & Laptop
- Two thumb drives
- 5-7 Laptops depending on group size – one laptop per 5 participants
- Flip chart, newsprint paper, markers
- Masking tape
- Pencils (#2s)
- Post-It Notes – multiple packs and colors
- Color coded name tags
- Colored sheets on the tables that correspond to the colors on the name tags.

Prior to the training:

- Send training participants the Pre-Training Questionnaire (located the Handouts).
- Compile the Expectations and prepare them onto a PowerPoint slide to be reviewed at the training.
- Review who will be attending the training and years of experience. Use this information to break people into pre-assigned workgroups.
- Contact people willing to bring lap tops and ask that they bring them.

Pre-assign workgroups:

- Split the participants into groups of five based on mixing modalities and years of experience
- Color code name tags with dots (i.e., five people will have blue dots)
- Arrange colored sheets on the tables that correspond to the dots.

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WRITTEN COMMUNICATIONS TOOLS

9:00 – 9:30 am

INTRODUCTIONS/GROUND RULES

SECTION PURPOSE: To introduce the trainers, the training goal and objectives, set ground rules, identify expectations and do a group warm-up.

MATERIALS NEEDED:

- PowerPoint slides
- Flip chart and markers

DESCRIPTION:

Trainer(s) introduces themselves and Cicatelli Associates Inc.

CAI trainer introduces consultant Michael Anstendig. Give brief bio of Michael and why we are doing this training with a consultant.

Next, Trainer(s) asks each person in the training to introduce themselves in the following manner:

- 👉 Name
- 👉 Agency
- 👉 Modality

As a large group, brainstorm the GROUND RULES. Trainer(s) record group ground rules on newsprint.

Trainers add the following Trainer's Ground Rules (if not covered by participants):

- Stay for entire training
- Keep side talking to a minimum
- Cell phone courtesy
- Have fun!

Post newsprint on wall and refer back to ground rules if need be.

Give people index cards

- Tell them to write one idea or thing they or their team are thinking about or working on that they want to get into the media.
- Then have them circulate and talk to one other person about this.
- After a few minutes have them return to their seats.
- Ask some of them to share what they are working on getting into the media.
- Write these media goals on newsprint and post on wall.

Show the expectations generated from pre-training questionnaire on PowerPoint slide. Discuss expectations and what people hope to take away. Ask if they are any additional ones and write on newsprint. Post on wall where participants can see. Direct the group's attention to what will and what will not be covered and how the expectations not covered could be met (*i.e. other trainings, research, etc.*).

Review the training Goal and Objectives (on PowerPoint).

Review the agenda for the day, including breaks, lunch, bathroom locations.

Add the following comments, to in order to learn the skills of writing for the media, we will:

- How this differs from the Making the Most of Media training – more time writing, and practicing just written communication tools. Some review of what makes news.
- Use some examples that are tobacco related and some that are not;
- Spend a lot of time writing;
- Give creative and constructive comments and feedback;
- Not give negative feedback;
- Use the following guidelines for feedback:
 - What do you like about this?
 - How could we make it punchier?
 - Catchier?; and
 - More compelling?
- Work in small groups – sharing laptops;
- Save work onto thumb drives and project through LCD; and
- Collaborate to make our work punchier, catchier and more compelling!

Point out the **Parking Lot**: Any issues that do not pertain to training can be put on the parking lot for trainers to bring forth to the Bureau. Tell people they can write directly on the newsprint or put on Post-it pads that are on the tables.

- Trainer clarifies with the group that the training is not modality specific. It is an opportunity to enhance skills in working across modalities and sharing expertise in these areas from some of the more seasoned group members in tobacco control policy.

Trainer should watch the time for introductions given the short morning.

9:30 – 10:00 AM

WHAT IS PUBLIC RELATIONS (PR)? WHAT IS NEWS?

TIME REQUIRED: 30 MINUTES

SECTION PURPOSE: Participants will be able to define “public relations” and describe “what is news?” and how the news industry works.

MATERIALS NEEDED:

- PowerPoint Slides
- Packet: What Make News? Criteria Checklist
- Packet: Inverted Pyramid

DESCRIPTION

Large Group Activity: Lecture and Brainstorm

Step 1: Brainstorm: What is Public Relations or PR?

Discuss through an interactive lecturette with writing on newsprint and PowerPoint slides. Cover:

- Ask group – What is Public Relations?
- Show Edward Bernays quotes on PowerPoint
- Internal Agenda v.s. Media Agenda
- Use the “cell wall” analogy and visual.
 - Draw a circle on newsprint – indicate that this is the media.
 - Draw arrows trying to penetrate the cell wall and infect it with our message. That is us, and everyone out there, trying to get their messages into the media.

Step 2: Brainstorm: What is News?

- Write on newsprint.

Step 3: Discuss what is Newsworthy?

- Let’s look at the things you are planning on trying to get into the media. Let’s look at what makes them newsworthy.
- Draw attention to materials in packet, **Packet: What Make News? Criteria Checklist** and review on PowerPoint. Ask for and give examples.
- Does your event meet these criteria?
- How does it fit the criteria?
- How could you strengthen it to fit the criteria?
- Role of Media Advocacy
- Use the inverted pyramid to explain how news is counter to the way we usually tell stories.

Activity:

- Invite someone to volunteer to come to the room and answer a few questions.
- Ask the volunteer: **Tell me a story of a happy vacation, or the best thing that happened to you recently.**
- Use this to illustrate how a story we tell differs from how the Media tells a story. Use the inverted pyramid to exemplify this.
- Then ask the group how we could use this person's story to make new.

10:00 AM – 10:30 AM

**WRITING PRESS RELEASES:
OVERVIEW**

TIME REQUIRED: 30 MINUTES

SECTION PURPOSE: Participants will be able to name the elements of and write compelling press releases.

MATERIALS NEEDED:

- PowerPoint Slides
- Two thumb drives
- Laptops/LCD
- Handout: Press Release Example
- Packet: Press Release Template
- Handout: Writing Activity # 1 (Launching the Pencil)

DESCRIPTION

Architecture of Press Release (15 minutes)

Step 1: In Large Group tell the participants:

- We are going to cover the architecture of a press release

Step 2: Pass out the Handout: Press Release Example – and walk through the release.

- Point out the 5 Ws and 1 H (Who, What, Where, When, Why and How)
- Deconstruct it.
- Point out the Headline
- Show the Sub Head & Dateline – talk about styles. TCP preferred style follows the AP Style guide.
- Discuss the lead paragraph and quotes.
- Review the boilerplate.
- Have participants pull **Packet: Press Release Template** and review with group.

Step 3: Ask the group:

- When do you use a press release?
- When do you not use one?
- When do you send it to the media?
- To whom?
- Discuss news rooms, deadlines, and getting your releases in the right hands.

Lead into a 15 minute break.

10:30 – 10:45 AM**BREAK**

If you haven't already, during the BREAK prepare the colored paper to put on the tables for upcoming small group work.

10:30 AM – 12:00 AM**WRITING PRESS RELEASES –
PRACTICE****TIME REQUIRED: 90 MINUTES**

SECTION PURPOSE: Participants will be able to name the elements of and write compelling press releases.

MATERIALS NEEDED:

- PowerPoint Slides
- Two thumb drives
- Laptops/LCD
- Handout: Press Release Writing Activity # 1 (Launching the Pencil)

DESCRIPTION**ACTIVITY: Press Release Writing – Practice I (Launching the Pencil)****Step 1: Individual Writing Release (15 minutes)**

- Tell participants they are going to work individually for 10 minutes on writing a press release.
- They should try to start with Headline, Sub-head and Lead sentence.
- Pass out the Handout: Press Release Writing Activity # 1 (Launching the Pencil).
- Give them a warning at 7 minutes and call time at 10 minutes.

While they are working individually, place the colored paper on the tables for upcoming small group work.

Step 2: Break group into their small workgroups (45 minutes)

- Tell them we are now going to get into small workgroups to collaborate with others on this release.
- Have the following instructions written on newsprint:
 - Look at the colored dot on your name tags.
 - Find the table that has the same color paper on it.
 - Bring all materials with you.
 - People who brought laptops should get them set up now.
 - Collaborate on a joint “Launching the Pencil” press release
- Allow a few minutes for people to rearrange and settle down
- Once people are settled in their small groups tell them they have 20-30 minutes to pull the elements they liked best from each individual’s work into a group release.

Step 3: Group Collaboration Feedback (25 minutes)

- As groups finish, have them raise their hands.
- Both trainers circulate and get their releases onto thumb drives.
- Load the press releases onto the laptop connected to the LCD.
- Spend about 5 minutes looking at each group’s release. Give feedback and tips for improvement.
- Revisit the feedback criteria outlined in the morning:
 - What do you like about this?
 - How could we make it punchier?
 - Catchier?
 - More compelling?
- Work on each release as a large group.
- When finished with the last one, process the activity.

Step 4: Process (5 minutes)

- What was it like to write the release individually?
- What was it like to write it in a small group?
- How was it to have the large group work on your own group’s release?
- How was it to work on others?
- What surprised you during the activity?
- What are you taking away from this?

Thank everyone and tell them we are going to take a 45 minute lunch break.

12:00 – 12:45 pm

LUNCH

12:45 - 1:45 pm

Press Release Writing – World No Tobacco Day

TIME REQUIRED: 60 MINUTES

SECTION PURPOSE: Participants will be able to name the elements of and write compelling press releases.

MATERIALS NEEDED:

- PowerPoint Slides
- Two thumb drives
- Laptops/LCD
- Handout: Press Release Writing Activity # 2 – World No Tobacco Day

DESCRIPTION

ACTIVITY: Press Release Writing – Practice II - World No Tobacco Day

Tell participants that they are going to write another press release for an upcoming tobacco related event. May 31 is World No Tobacco Day. In their local area they are planning an event for May 31. They are going to get an info sheet on World No Tobacco Day and they are going to write a press release in their small group.

Step 1: Group Writing (25 minutes)

- Back in their small groups (or if the energy of the room needs it – you can break participants into new groups).
- Tell participants they are going to write a release on World NO Tobacco Day.
- This year's theme is Smoke-free Environments.
- Pass out **Handout: Press Release Writing Activity # 2 - World No Tobacco Day** that has information about an event that they are going to do.
- They can imagine an event – be creative.
- Give groups 20-25 minutes to write the release

Step 2: Group Collaboration Feedback (25 minutes)

- As groups finish, have them raise their hands.
- Both trainers circulate and get their releases onto thumb drives.
- Load the press releases onto the laptop connected to the LCD.
- Spend about 5 minutes looking at each group's release.
- Revisit the feedback criteria outlined in the morning:
 - What do you like about this?
 - How could we make it punchier?
 - Catchier?
 - More compelling?
- Work on each release as a large group.

- When finished with the last one, process the activity.

Step 4: Process (10 minutes)

- This time, you did not work on the release individually first. What was it like to jump into this with a group?
- What was it like to work from a background sheet with so much information on it?
- What was it like to write it in your work group?
- How was it to have the large group work on your own group's release?
- How was it to work on others?
- What surprised you during the activity?
- What are you taking away from this?

1:45 - 2:30 pm

Media Alert Writing

TIME REQUIRED: 45 MINUTES

SECTION PURPOSE: Participants will be able to describe and write a media alert.

MATERIALS NEEDED:

- PowerPoint Slides
- Two thumb drives
- Laptops/LCD
- Packet: Media Alert Example 1 & 2
- Packet: Media Alert Template

DESCRIPTION

ACTIVITY: Media Alert Writing – World No Tobacco Day

Step 1: Tell participants we are now going to work on media alerts.

For this activity we continue with the World No Tobacco Day example and have the groups write a Media Alert for the same event.

First, we have a lecturette and discussion on Media Alerts that cover:

- What is a media alert?
- What key elements need to be in it (Who, What, Where, When and Why); and
- Format

Step 2: Pull from Packet: Media Alert Examples 1 & 2

- Point out in Packets: Media Alert Examples 1 & 2
- Deconstruct it and highlight key points.
- Point out in Packets: Media Alert Template

Step 3: As a large group – write the Media Alert for World No Tobacco Day

- Drawing from the press releases done in the previous activity, have the group collaborate on best headlines
- Then collaborate on a subhead (optional)
- Then collaboratively write the lead paragraph
- The What, Who, When, Where will get filled in from their releases.

Step 4: Process Large Group Writing

- When finished, process the activity.
- What was it like to do the alert?
- What was it like to work from the press releases?
- How was it to write the alert in a large group?
- What surprised you during the activity?
- What are you taking away from this?

Lead into p.m. break.

2:30 – 2:45 PM

BREAK

2:45 - 3:45 pm

Pitch Letter Writing

TIME REQUIRED: 60 MINUTES

SECTION PURPOSE: Participants will be able to describe and write a compelling pitch letter.

MATERIALS NEEDED:

- PowerPoint Slides
- Packet - Pitch Letter Example #1
- Packet - Pitch Letter Example #2
- Handout - Pitch Letter P.O.P. and NYC DoH Press Release
- Handout – Tobacco-Free Hospital Campus
- Handout – Tobacco-Free School Campus

DESCRIPTION

ACTIVITY:

Step 1: Tell participants we are now going to work on pitch letters.

Ask the group:

- What is a pitch letter?
- When do you use it?
- Who do you send it to?

Key points to cover:

- Your pitch is boiling down your message
- The pitch letter is a process and a product – invaluable exercise in preparing what you want to say to the media
- Never go to the media unprepared
- Generally softer news

Step 2: Have participants pull Packet - Pitch Letter Example #1 and Packet - Pitch Letter Example #2

- Review and discuss
- There is no formula
- Business letter or email that has to be catchy

Step 3: Break people into new small groups

- If possible, break into **modality groups**.
- Give modality groups their examples – something related to their modality that they could write a pitch letter about.
- Tell groups they have 20 minutes to write their pitch letter either individually or in their small groups.

Step 4: Large Group Review

- Facilitators collect them as groups finish and project onto the screen.
- Use the same feedback criteria as above:
 - What do you like about this?
 - How could we make it punchier?
 - Catchier?
 - More compelling?
- Work on each pitch letter as a large group.

Step 5: Process

- What was it like to do the pitch letter?
- What was it like to work from your modality sheet?
- How was it to write the pitch letter in a work group?
- How was it to have the large group work on your own group's pitch letter?

- How was it to work on others?
- What surprised you during the activity?
- What are you taking away from this?

3:45 - 4:15 pm

Press Kits and Q & A

TIME REQUIRED: 30 MINUTES

SECTION PURPOSE: Participants will be able to describe what goes in a Press Kit and have any final questions answered.

MATERIALS NEEDED:

- Press Kit examples
- Handout: The Press Kit
- Handouts: Press Kit Content Samples:
 - Backgrounder
 - Bio
 - One-page fact sheet
 - 10 Q & A's

DESCRIPTION

Part 1: Press Kits

- Tell participants we are going to talk about press kits.
- Ask: What do you currently put in them?
- Discuss what should go in.
- Show some examples.

Part 2: Q and A

- Tell participants we are almost at the close of the training.
- Let them know we are going to have a final Q & A with Michael Anstendig and Elena Deutsch.
- They can ask any questions about writing for the media that they want.

4:45 – 5:00 PM WRAP-UP AND PROS/CONS

Summarize the day for participants

Review expectations.

Thank everyone for their participation.

Pass out the evaluation forms. Ask that they please take a few minutes to fill it out.

Collect the forms and pass out training certificates.

Wish everyone a safe trip home.

