



## **HOW TO HIT A HOME RUN WITH THE MEDIA**

### **(1) Identify media outlets.**

- Determine which area media outlets would be interested in Home Field Advantage. This can include those who would simply want to know about the event and those who might take the time to sit down with you to discuss the event in further detail

### **(2) Identify reporters.**

- Find out which reports in your area cover education issues.
- Call to personally invite local reports to the event

### **(3) Contact radio stations and television stations.**

- Send information to all local outlets.

### **(4) Send Media Advisory.**

- Send to all media one week prior to the event – May 28<sup>th</sup>.
  - A media advisory is a short summary of the event describing who, what, when, where and why.
  - See NYSSBA's website for a sample media advisory.

### **(5) Issue a Press Release.**

- Have a written press release ready at the events to hand over to the media. This should detail what the lobby day is all about, what you hope to accomplish, and why meeting with law makers is an important aspect of board service
  - See NYSSBA's website for a sample media advisory.

### **(6) Look for NYSSBA's next e-mail on May 19th focused on How to Have an Effective Meeting with Your Legislator.**

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