

## Media Tips for International Literacy Day

Tips from: Margaret Doughty

\* Some radio and TV channels will make a brief PSA but most find it easier to do a section of a talk show.

\* The print media reporters will add things from the press kit without too much follow up.

\* give a call to action that attracts attention

Examples of call to actions:

"Help us recruit 20 new volunteers in the next hour..." Etc.

"Everyone can help - what can you do?"

"This National Literacy Month, give the gift of learning ..."

The press kits need to include

1. Events calendar
2. Invitation to the game or other events
3. Literacy fact sheet
4. Symposium details
5. Volunteer recruitment opportunities

- The secret is in the personal follow up with each of the stations.
- Make a list of spokespersons who will do talk shows and news
- Most spots are less than 15 minutes - most people will organize their schedules to do that.
- This takes 4 hours of follow up calls for 5 days solid!!! FOLLOW UP!