4-H FEEDING MISSOURI:

Media Outreach Tips

• Decide which event(s) you want to promote to show your club’s participation in the food drive — e.g., a food drive at the basketball game; a presentation to the local Rotary Club; club members volunteering at the local food pantry; setting up a “Hunger Facts” booth at the library.... You get the idea.

• Let local media know as soon as possible AHEAD OF TIME, especially if you want other people to donate or contribute at this event or participate in any way.

• Fill in your club details using the news release provided in Word. Add any details you think are important. Then, share it with your local media. You can include the general news release on the back.

• You can deliver the news release by email or deliver it in person to your local newspaper, radio or television offices. Follow up with a phone call to see if they plan to cover the event.

• If nothing else, ask local media to include your event on their online calendar. You can also ask them to put the 4-H Feeding Missouri Food Drive on the calendar for the entire month of February. Include the club leader or adult volunteer they should contact for more information.

• If media do not cover your event, be sure to take good photos on your own — some close-up action shots that show what you’re doing, and at least one good posed group shot.

• Get names of people in the photos;
  • Make sure they are correctly spelled
  • List them in the order people appear as you’re looking at them in the photo (e.g., from left to right).
  • Share them along with event details with local media as soon as possible.
  • At the very least, you’ll have photos to use on your own social media pages.

• If your event involves other locations or people — such as a food pantry, school or church — always check with them first to make sure the media can attend.

SOCIAL MEDIA TIP:
Be sure to share photos and videos of your food drive activities on social media. Use the #4HFeedingMO hashtag.