



## Steps for Planning a Successful Media Event

### Two Months Before Your Event...

***Identify a local business to serve as the sponsor of your event.***

Important questions to ask when choosing a business sponsor:

- Do you have a close working relationship with some key decision makers at the company?
- Does the employer have childcare-friendly workplace policies?
- Is the employer a *2009 Business on Board with Childcare!* award winner?
- Does the business have a reputation for being a great place to work?
- Does the business have staff available to help with the planning, marketing and execution of your Take a Flower to Childcare Day event?

### One Month Before Your Event...

***Identify a local childcare center to serve as the location for your event.***

Important considerations when choosing a center:

- Easy accessibility and parking
- Proximity to major media outlets
- A high-quality (accredited) program with children from all income levels and backgrounds
- A center director that is willing to give media interviews
- An enthusiastic, motivated staff
- Parents and community leaders who can be motivated to participate

***Meet with the center director to discuss event plans.***

Important discussion points when meeting with the center director:

- The optimum time for the media availability to begin, i.e. when most parents, children, and community leaders will be there to present flowers
- The best classrooms for photos/videos
- Whether there will be a formal event with an agenda and guest speakers or just a window of time when media can come and informally take photos and do interviews (recommended approach)
- Ways to ensure 100% participation by parents, children and community leaders, i.e. sharing the flower ideas document with parents or having extra flowers on hand in case some parents forget.
- Securing a local business that is willing to adopt the center for the day and shower its staff with flowers and other gestures of appreciation (like food or gift cards)

## **One Week Before Your Event...**

### ***Notify the local media.***

Helpful hints:

- Use the media list tool on KIDS COUNT's website to identify the media in your area.
- Send an e-mail advisory to all local media about the event. (Most media now prefer to be notified of events and press releases via e-mail.)
- Make sure your e-mail advisory includes the **date, time, location and description of your event, as well as a contact name, phone number and e-mail address** in case they have questions.
- Use the customizable press release from the Take a Flower Toolkit to prepare your own localized press release for the event.

### ***Meet with the center director to go over final plans.***

Helpful hints:

- Make sure that plenty of flowers will be on hand and that a business has been secured to adopt the center for the day.
- Go over the schedule and individual assignments for the day of the event.
- Use the customizable press release to prepare a short list of talking points for your media interviews.
- Think of questions the center director might be asked about the event and rehearse answers based on the message points.

## **One Day Before Your Event...**

***Call all media who received your e-mail advisory and remind them about your event.***

***Call the business that has agreed to adopt the center for the day and make sure they are going to be on hand with flowers and gifts. Ask the business to have a representative on hand for interviews and give the representative an advance copy of the press release.***

## **Day of Your Event...**

***Get to the center early to help with last-minute preparations.***

***Greet parents and children at the door and make sure everyone has flowers to give to their teachers***

***Greet media as they arrive and give them a copy of the press release. Introduce them to the director, the business representative and any parents or teachers who are also available for an interview. Take them to the classroom(s) designated for media coverage.***

***Thank media for the coverage and offer to answer any additional questions or take care of any other needs they have. Thank the business representative and center director and staff for their help.***

### ***Other questions about planning your media event?***

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