



Kids to Parks Day Media Outreach Calendar

Getting local media sources to promote your Kids to Parks Day can greatly increase the number of people who attend your event. Use this planning calendar to supercharge your event promotion and stay on track.

ONGOING: CREATE A MEDIA CONTACT LIST

Create a list of local media contacts for promoting not only your upcoming event but for future ones as well. If you can, get an email and phone number for each contact.

- Newspaper Contacts (daily and weekly papers plus online news sites)
- Calendar/Events Editors, Photography Editors, Reporters who cover outdoor topics, family, parenting, and health issues.
- TV Contacts: News Assignment Desk, Morning News Show Producer, Weather Contacts
- Radio Contacts: News Director, Public Service, and Community Affairs Director. A good source to find local public radio stations are near you is <http://www.npr.org/stations/>
- Social Media Partners: Find local organizations or groups that will agree to post about the event on their Facebook and Twitter accounts in advance and after the event. Look for Facebook groups for your town or city where you can post about Kids to Parks Day event

TWO TO THREE MONTHS OUT

Once you have your basic event details nailed down (time and place, activities, invited dignitaries or other special guests), **send a short email to media contacts to get the event on their radar.** If there are no local newspapers or stations, your local government may have a news section on their website that would spotlight your Kids to Parks Day event.

Let them know you will be updating them with additional details as the day draws nearer. You can even invite the reporters to tour the site and talk with you or other hosts in advance of the event.

ONE MONTH OUT

Check back in with the reporters you contacted early on and fill them in on any additional details. Confirm they plan to attend the event or will spotlight it. If they don't respond, give them a call.

Invite community contacts who might participate or spread the word. This may include public officials, school teachers, church leaders, parks and recreation directors, local celebrities, and civic group leaders (e.g. boy/girl scouts). Use this link to help you identify your state and federal elected officials to invite - <https://www.nrpa.org/ktp/>.

Highlight your Kids to Parks Day event in your monthly newsletter and social media. Tag media and community contacts in your social posts. Ensure the event is listed on your website if you have one.

If you are issuing **a media advisory to invite the press to your event**, develop a timeline for getting approval. Determine when you want to send the release and allow at least two weeks for the review process. Consider who you need to get quotes from and how long that may take. Search online for 'Media Advisory Templates' for examples.

Track who confirms they will promote or attend your event. Use an Excel or Sheets file to track all your media and community contacts and their responses to your outreach.

Gather materials for the event that will be beneficial for future promotion. Having signage, flyers, T-shirts, handouts, and other materials can make for great photo opportunities for the media and future promotion. Luckily you can find great resources in the **Kids to Parks Day Event Host Kit**.

TWO TO THREE WEEKS OUT

Finalize your media advisory. Get signoff on quotes. Be sure that it includes the most important information, including:

- A contact name and phone number
- Event details: name, date and time, venue, address, schedule of activities if any, featured partners, and other information your contacts may need to know.
- Make sure you note these important facts:
 - Kids to Parks Day, a program of the National Park Trust, is a national day of outdoor play celebrated annually on the third Saturday of May.
 - There are over 1,500 events nationwide.
 - 2020 marks the 10th annual Kids to Parks Day celebration.
 - List any public figures or partners planning to attend your event.

Send your media advisory and give your media contacts a call.

Disseminate the advisory to your media contacts by email. If you don't get responses, call your contacts to make sure they know about your event and it is on their calendars.

Keep reaching out with your community contacts and potential partners. Continue promoting the event on social media and tag partners and noteworthy confirmed attendees.

ONE WEEK OUT

Continue pitching your story to the media. Resend your media advisory to contacts who haven't responded on the Monday before the event.

Confirm you have all materials, including copies of the media advisory, fact sheets, and event agendas (if applicable). These may help reporters in writing about your event. Create a media sign-in sheet so you can reach out to reporters who attended.

DAY OF THE EVENT

Be ready for the media. Designate a press sign-in near the entrance to the park. In addition to your media advisory/press release, have fact sheets and an event agenda on the table. If you don't plan on having a booth or table, be somewhere the media can easily find you and cover the event.

Provide reporters with your contact information so they can gather any information they need later on.

AFTER THE EVENT

As soon as you can, **send your post-event press release** and be sure to include attendance numbers. **Recap your event on social media** with photos and highlights and be sure to use #KidsToParks and tag @NationalParkTrust in your social posts.

Follow-up with a phone call to the weekend news staff to ask if they plan to do a follow-up story on the event with attendee numbers and highlights.