

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.