

Media Training Manual

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What is the Media?

The following media kit is designed to help your organization better handle media requests and to proactively use the media to reach your target audiences. Before examining the various ways of communication with the media it is important to understand who they are and how they work.

Though the media can be an invaluable tool in telling your story, keep in mind that between 40 and 70 per cent of all media stories are generated through public relations. By following some simple guidelines your chances for successful pickup of your story are greatly increased.

The stories told by reporters reach broad and important audiences. Because of their watchdog role, journalists are often received with scepticism by organizations, especially when the media's intentions are unclear. Keep in mind that the journalists are simply the vessel to carry your message to an audience. Reporters take their story-telling role very seriously, and they should be looked at as opportunities to communicate with your key publics.

Whether working in print, broadcast, radio or online, all journalists are after one thing: a newsworthy story. Journalists are also under increasing pressure to provide such stories. Staff cutbacks have resulted in journalists taking on research, editing and videographer roles in addition to storytelling. That being the case, it is important to understand the time constraints on journalists in gathering their materials.

Respecting deadlines will entail having an updated and media-friendly website, having media kits prepared and getting back to journalists on time. If journalists don't get their information from you, they'll get it from someone else, and that source will ensure they hear your side of the story. Identifying trained spokespeople in advance will ensure you can deal with media requests in a timely fashion and effectively relay the right key messages for your organization.

Another way to save journalists' time is to ensure you are communicating as effectively as possible. Using simple language that is free of jargon will save time and allow them to more readily tell your story. In addition to prompt responses on calls, journalists will also expect short, self-contained answers that are open and honest.

Encouraging openness between your organization and the media will help build rapport. Use a media list to introduce yourself to local media outlets and always remain helpful and positive – set the tone for your organization. If you are welcoming and treat the media as a partner then they can be your greatest allies in getting your message out. By treating every call as an opportunity, you will engage in effective media relations and better manage your organization's reputation as a result.

Do's and Don'ts for Communicating with Media

Do:

- Have an accurate media list
- Contact the media when you have something newsworthy
- Tell the truth as you know it
- Call back when you say you will
- Meet reporters' deadlines
- Correct misinformation immediately
- Speak in sound bites (simple quotes) that help get your message out

Don't:

- Don't say anything "off the record", no such thing exists
- Don't joke with reporters, they may take it seriously
- Don't ask a reporter to kill a story
- Don't ask to review the piece before print/broadcast
- Don't lose your cool
- Don't mention the competition unnecessarily
- Don't repeat a negative statement about your company

What is newsworthy?

As discussed earlier, reporters are only interested in *news*. While the broad topic of what constitutes news may seem vague and indistinct at first, generally speaking something is newsworthy if it meets some or all of the following criteria:

Impact: A good news story affects a lot of people or has serious consequences. There must also be a direct link between cause and effect. The greater the degree of impact, the more newsworthy the story will be. (e.g. H1N1 flu pandemic)

Proximity: The closer the geographical distance between the audience and the problem or issue of concern, the more newsworthy the story is. (e.g. local station covering local river community clean up)

Timeliness / Currency: It almost goes without saying, but news is only news if it is just that: new. Information is a perishable commodity and if your story is not current it is probably not newsworthy. Issues of topicality are also important. Often current events will mean certain issues are heavily covered in the news media. Related stories are often pulled in and made newsworthy in light of other matters being covered in the news. With the proliferation of 24-hour news stations and online news / social media the pace of news is faster than ever (e.g. election results).

Prominence: News is concerned with the extent to which the problem or issue is recognizable and well known. News is also tied to geography, so a story with a physical place is more newsworthy than one that is more vague (e.g. political figures, celebrities).

Novelty: As the old cliché goes: “Dog bites man. Not news. Man bites dog. Now that’s news.” Anything that’s unusual, bizarre, and offbeat or a deviant from the norm may be newsworthy. An event that is opposite from the norm or predicted result is often a news story.

Conflict: A story that contains disputes between groups is often newsworthy, be it a strike, court challenge, fight, crime, or something religious, political or sports-related.

Key Messages

Every organization should have approximately three key messages. Key messages should be concise, clear and easy to remember. Simple, easy to understand words should be used. These are points that all people interacting with the media should be able to use easily and that provide meaning that is important for the organization.

It is important to be able to change your key message wording without changing the meaning itself. Using different wording to say the same thing is important when talking with the media since it is important to stick to the messages while answering their questions. Key messages allow you to respond strategically to questions rather than just merely answer the reporter's questions.

Use the fact sheet, backgrounder and other items from your media kit when talking with the media. It will ensure the speaker has all the required information and keeps on track with the key messages. Develop a Q&A (question and answer) document that anticipates the kinds of questions you expect to receive, with suggested answers. Use the Q&A to prepare for the interview.

What to say: Use an assertive voice when answering questions (i.e.: 'We need volunteers' NOT 'I was thinking, maybe, we could have some people help us if it is not too much trouble'). After a reporter asks a question make sure to answer the question with facts and get the key message out succinctly. Each key message would have supporting points (e.g. Facts, stats, anecdotes) that add more depth and colour to your responses.

What to do when you don't know the answer: Ask the reporter when their deadline is, tell them you don't have the information right now but you will get back to them before their deadline (give time depending on urgency) and stick to it.

General Information

News Conferences:

News conferences are held when interaction between the organization and the media have to take place. This could be for a major announcement or special event. The point of a news conference is to spark interest with the media and allow as many questions to be asked as possible. News conferences can also be convened to clarify and provide facts to a new and/or misunderstood story of great public interest.

Hold a News Conference when:

- You have a major announcement
- You can provide explanation of an event
- You want to issue a statement surrounding a crises / issue
- You want to acknowledge a visiting dignitary or celebrity with limited time in the area

Why hold a news conference:

- Spark interest in the event
- Have many reporters asking questions

How to hold a news conference:

- Give yourself plenty of time to prepare. Send out an advisory giving the reason for the conference, identifying the speaker(s) and detailing the date, time and place of the event. Clearly indicate if there will be one-on-one interview and / or photo opportunities
- Choose a site that is large enough for multiple camera crews and meets cabling & AV requirements (news feeds)
- Have a media kit prepared to pass out at the conference with a printed copy of the announcement, press release, biographical material on the speaker (if appropriate) and background material on the subject.
- Make sure the room is available for an hour before the conference to give media time to set up.
- Set up a time after the conference for the media to do interviews with the speaker.

Media Advisories:

Advisories are the most effective way to communicate with the media about an organization's upcoming events (i.e. news conferences, fundraiser). It is a one page 'heads up' about the future event and covers who, what, where, when and why of the event item. They are designed to be easily emailed / distributed. The aim is to give reporters enough information that they feel compelled to cover the story. It is an invitation for the media to be present at the event. They should be sent out at least one week in advance, depending on the importance of the event and if it's a busy time of year for media. You can also re-issue the advisory 1-2 days prior to the event as a reminder to media.

After sending out the advisory, a follow up call should be made two to three days before the event. This gives you the opportunity to see if coverage will be at the event, determine numbers, and also provides another chance to sell the newsworthiness of the event to the media.

A media advisory should be sent out first thing in the morning (before 8am) to early afternoon due to deadlines (generally 2 to 5PM)

When to use a media advisory:

- Send it out at least a week before the event and then again a day before it takes place. Also give a follow up call.

Why use a media advisory:

- It is the fastest and most effective way to spark media interest in an organization's upcoming event.

How to use a media advisory:

- Clearly state what the event is, who will be speaking, where the event is being held, when it is taking place and why the event is taking place.

Public Service Announcements (PSAs):

These advertisements are created by non-profit organizations to tell audiences about the organization or a cause. The advertisement could be about an upcoming event, what the organization is doing in the community or how to become a volunteer. The media donates the space, given they are working with a charitable organization.

PSAs are free, quick commercials that are used in between programs to fill time. Each television station is required to air a certain number of free PSAs as a public service. The disadvantage to PSAs is that the station chooses when to air them. As they are not paid for, PSAs normally run outside of peak hours. But if used properly PSAs can be of great benefit to organizations that do not have the money to spend on advertising.

When to use a PSA:

- Before an upcoming event
- No money to devote to advertising

Why to use a PSA:

- Helps familiarize the public with your organization
- Helps publicize community events
- Assists in fundraising events
- Informs and influences public opinion

How to use a PSA:

- Fit your message into a 30 second timeslot, most stations prefer short PSAs

News Releases:

When trying to get coverage about your organization, think about the story you want to tell and how the news will affect people, business, economy, etc. When sending out a press release, write it from the angle of what this means to the intended audience. A press release lets the media know what is happening or what has happened with an organization or event.

To increase media interest, identify a compelling spokesperson(s). Good interviewees may be people who are directly affected by the topic. This will make the story much more appealing to cover and provides credibility and a human-interest angle. Reporters work on deadlines and a well-packaged story (including good spokespeople, images, video, etc.) will increase the chances of your organization getting coverage. Press releases can be sent via email or distributed on a newswire service (e.g. Canada Newswire). The preferred time of day to send out a press release is early morning to early afternoon. This is because of the deadline factor. In order for a timely story to be covered, the reporter needs plenty of time to work on the story, conduct interviews, research, write/package the story, etc.

A press release is an article that either reports an upcoming event or explains one that has already occurred. If the release is newsworthy and well prepared, the story is likely to be picked up by the media.

When to use a press release:

- Before an upcoming event or announcement
- After a big event

Why use a press release:

- Informs the media of upcoming events / announcements
- It is the best way to inform public of events

How to use a press release:

- Press releases for broadcast are shorter and less detailed than those for print
- Keep sentences short and to the point
- Use plain language that everyone can understand

In conclusion, using this manual will help you establish healthy relationships with different media and ensure your key messages are heard by specific audiences.

Standard Process for Creating News Releases

Follow these guidelines when construction your news releases to ensure they are consistent with the style and format most used by media.

Logo: Organization's logo prominently displayed at the top of the release

FOR IMMEDIATE RELEASE: These words should appear at the top of the page, in UPPER CASE.

Headline: Describes the content of the story. Should be less than 80 characters

Dateline: City, Province / Country – Month, Day, Year that the news release is being issued. These details precede the story are orient the reader.

Lead sentence: Relates back to the headline and summarizes the story.

Body: Where the actual story goes. Short paragraphs. Try to keep to one page. If there is more than one page, write “-more-“at the bottom of the first page.

Quotes: Choose the most appropriate spokesperson for the story. Someone from your organization and a 3rd party (if available).

Boiler plate: Include any background information about the company or organization featured in this press release at the end of the release in separate section.

-30-: Place at end of the release, before contact information. This indicates the end of the press release.

Contact Information: Placed at the end of the release below the -30- Includes name, title, company name, phone, email.

Types of Print Media

With so many mediums to choose from when trying to get your message to the intended audience it can be hard to know which one fits. Print media covers both the new and mature generations. This medium can be viewed as a hard copy that is delivered at your door each morning, bought from a store or can be viewed on the internet. Print media is a good choice when trying to reach a specific audience, an article can be seen by a community, a region or even nationally. Print media has many options when it comes to reaching a specific target market.

Print media consists of a variety of genres, including:

- Daily newspapers
- Community newspapers
- Weekly publications
- Monthly magazines
- Online news services / sites
- Wire news services (Canadian Press)

Public Service Advertising:

These ads are created by non-profit organizations and are telling readers about the organization. The advertisement could be about an upcoming event, what the organization is doing in the community or how the reader can become a volunteer. The paper the advertisement appears in donates the space, this usually happens once a year.

Note: When and why to use a public service ad is the same reason why a public service announcement is used in radio and broadcast. The only difference with an advertisement compared to an announcement would be how it's used. The specifics would vary between print mediums. (See pages 24 - 27 for an example of public service ads.)

Press Releases:

When trying to get print coverage about your organization, use the angle of how it will affect local people, business, economy, etc. When sending out a press release, write it from the angle of what this means for the local area. A press release lets the media know what is happening or what has happened with an organization or event.

To increase the interest from print mediums, pull together some people who would be willing to be interviewed. Good interviewees would be spokespersons or people who are directly affected by the topic. This will make the story much more appealing to cover. Reporters work on deadlines and anything to make it easier for them will increase the chances of your organization getting coverage. Press releases should be sent via e-mail or fax. The preferred time of day to send out a press release is morning to early afternoon. This is because of the deadline factor. In order for a timely story to be covered the reporter needs plenty of time to work on the story, doing interviews, research, etc.

Note: The same press release being sent to broadcast and radio would also be sent to print media outlets. (See page 23 for an example of a press release.)

Radio & Broadcast Media

Radio Media

Radio is a tremendously valuable medium because of its immediacy, frequency, and availability. If used properly, radio can be used to inform and even inspire the public. Almost all homes and every car in Canada have a radio and 80% of Canadians listen to the radio on a daily basis.

Therefore radio can be used to reach a large majority of people.

Radio is different from other media since there is no visual presented. As there is no tangible image provided for the listeners, the sound is of particular importance. Words, tones, volume, sounds, music, and silence are all elements that can help or hinder the delivery of a message. Because the way it sounds is instrumental to the way the message is perceived, it is important that the delivery of the message is consistent with the message itself. If the purpose of being on the radio is to promote an upcoming special event, positive words, and a cheerful tone are appropriate. If the purpose is to discuss an organizational issue, more serious words, and authoritative tone are more suiting.

Developing a relationship with a private radio station may allow you to develop PSAs that include sound effects and professional voice-overs.

Broadcast Media

In today's age of 24-hour news networks, television is still an efficient way to reach a large audience. Though many local cable channels still follow the same patterns of morning, noon and evening shows, networks like CBC and CTV have developed channels purely devoted to delivering the news. A range of programming is available, where events are broadcast while they are occurring. For smaller organizations hoping to get their message on air, focusing on local television news outlets is the best option. The section will cover different means of attracting attention to the organization's events and key messages and how to use them to their best advantage.

- Include the most essential information in the lead paragraph
- Use an active voice
- Use short, upbeat sentences
- Ask for action from the viewer
- Tell the viewer where they can go, who they can call or what they can do

Below are some things to remember when delivering key messages to any type of media (broadcast or print):

- Ensure message is newsworthy, and relevant to the audience. Otherwise the message will not get covered, or it will annoy the listeners.
- Consider target audiences and approach appropriate media outlets you know those audiences frequent. General messages may be suitable for mass communication, whereas specific messages may apply to 'niche media' that target a particular group (i.e. French, youth).

- Remain Flexible and available for interview appointment. Be conscious of the format of the media (print, radio, TV).
- Appoint a trained spokesperson. A trained speaker is more important than a subject expert.
- Be familiar with key points and have details on hand (such as a media kit) for reference. Regardless of what questions are asked in an interview, it is crucial to deliver your organization's key message.
- Be confident, honest, and informative. This will allow audiences to trust that the message is accurate and applicable to them
- Ask for clarification if the question is misunderstood
- Always explain why and when unable to answer a question. Appropriate answers include "Because of the sensitive nature of the issue, I am not at liberty to discuss that at this time..."

How to Write a Letter to the Editor

by FAIR <http://www.fair.org>

Letters that are intended for publication should be drafted carefully. Here are some tips to keep in mind:

- Make one point (or at most two) in your letter or fax. State the point clearly, ideally in the first sentence.
- Make your letter timely. If you are not addressing a specific article, editorial or letter that recently appeared in the paper you are writing to, try to tie the issue you want to write about to a recent event.
- Familiarize yourself with the coverage and editorial position of the paper to which you are writing. Refute or support specific statements, address relevant facts that are ignored, but do avoid blanket attacks on the media in general or the newspaper in particular.
- Check the letter specifications of the newspaper to which you are writing. Length and format requirements vary from paper to paper. (Generally, two short paragraphs are ideal.) You also must also include your name, signature, address and phone number.
- Look at the letters that appear in your paper. Is a certain type of letter usually printed?
- Support your facts. If the topic you address is controversial, consider sending documentation along with your letter, but don't overload the editors with too much information.
- Keep your letter brief. Type it whenever possible.
- Find others to write letters when feasible. This will show that other individuals in the community are concerned about the issue. If your letter doesn't get published, perhaps someone else's on the same topic will.
- Monitor the paper for your letter. If your letter has not appeared within a week or two, follow up with a call to the editorial department of the newspaper.

A QUICK HOW-TO GUIDE TO OP-ED WRITING

Preparing an opinion column (an "op-ed") is a pretty straightforward exercise.

There is no magic to the format, but you should remember that you are writing a newspaper column, not a post to a friend or an e-mail list, and that means you should follow certain conventions. These include:

- Write in short paragraphs, typically not more than 2-3 sentences long
- Limit your length to no more than 750 words (shorter is better)
- Try to start with a catchy or provocative opening
- Try to write in the active, not passive, tense
- Remember that you are writing for a general audience
- If you are writing for a local paper, you have the best chance of getting a submission published if you personalize the column in some way.

There is no "right way" to write an opinion column. What follows below is a rough outline that is intended to give people ideas. (Using the example of World Bank demonstrations April 16, 2000)

1. Begin by locating yourself in Washington, D.C. and give a quick sense of what took place.

Ways to start:

As I looked around me on April 16, I saw streets filled with colourful puppets, giant banners, people singing, drumming and dancing, and a bunch of people in an "anarchist soccer game."

or

Tens of thousands of people marched through the streets of Washington on April 16 to protest policies of the International Monetary Fund (IMF) and World Bank that have spread poverty throughout the developing world.

2. Explain why people were protesting

If you want to focus on structural adjustment, for example, give a nutshell explanation of what structural adjustment is and how it hurts the poor.

Here are some general points about structural adjustment and other matters that you might want to make:

Here's how various structural adjustment policies increase poverty:

- Privatization -- The IMF and World Bank call for the selloff of government-owned enterprises to private owners, often foreign investors. Privatization is typically associated with layoffs and pay cuts for workers in the privatized enterprises.

- Cuts in government spending -- Reductions in government spending frequently reduce the services available to the poor, including health and education services (though the IMF and World Bank now say they preserve health and education spending).
- Imposition of user fees -- Many IMF and World Bank loans call for the imposition of "user fees" -- charges for the use of government-provided services like schools, health clinics and clean drinking water. For very poor people, even modest charges may result in the denial of access to services.
- Promotion of exports -- Under structural adjustment programs, countries try to promote exports, at the expense of production for domestic needs. In the rural sector, the export orientation is often associated with the displacement of poor people who grow food for their own consumption, as their land is taken over by large plantations growing crops for foreign markets.
- Higher interest rates -- Higher interest rates exert a recessionary effect on national economies, leading to higher rates of joblessness. Small businesses, often operated by women, find it more difficult to gain access to affordable credit, and often are unable to survive.
- Trade liberalization -- The elimination of tariff protections for industries in developing countries often leads to mass layoffs. In Mozambique, for example, the IMF and World Bank ordered the removal of an export tax on cashew nuts. The result: 10,000 adults, mostly women, lost their jobs in cashew nut-processing factories. Most of the processing work shifted to India, where child labourers shell the nuts at home.

The IMF/World Bank role in the global economy is to open countries up to foreign exploitation.

- Foreign investment in real economy to exploit cheap labour and plunder natural resources
- Openness to corporate-dominated trade
- Removal of restrictions on financial investment
- Bank support for the contractor class -- with high proportion of project
- Loans leaving the country as payment to consultants and contractors, who are under no contractual payback obligations when it becomes apparent how bad their advice was

There are no institutions more undemocratic than the IMF and the World Bank.

- The IMF functions as a colonial overlord in developing countries, with its staffers perched in Ministries of Finance, dictating cookie-cutter structural adjustment policies
- It is hard enough for people in developing countries -- frequently facing authoritarian governments and in other cases often operating with weak democracies -- to affect government policy, but when even the government doesn't control policy, the people are left without recourse So when we talk about democratization around the world, or conditioning benefits for developing countries based on their adherence to democratic principles, we have to understand the precondition of removing the colonial overlords

The IMF has had a record of terrible failures in recent years:

- It has contributed to and worsened financial crises in Asia and elsewhere
- It has watched as billions of dollars of its money was stolen in Russia
- It has failed to respond in meaningful ways to the growing global demand for debt cancellation for poor countries
- It has bailed out big banks while impoverishing the poor
- It has continued to push its environmentally destructive export-led development model

Of course, there's plenty more to say. If your personal interest is on World Bank sponsorship of dangerous megaprojects, then you should explain those issues instead.

But be sure you explain your points clearly, and don't do more than you can explain clearly in a few hundred words.

3. Personalize the story

Explain why you personally came to DC, what you did, what you learned, who you met, what you saw. Many of the personal commentaries that have been floating around the internet do this very well -- the trick, remember, is to keep your account within a few hundred words.

4. Rousing conclusion

A rousing conclusion is less important than a gripping beginning, but it certainly makes the column stronger.

If there are particular policy changes -- cancel the debts of the poorest countries, end structural adjustment, close the IMF, end World Bank loans for oil, mining and gas, or whatever -- you want to emphasize, this is the time.

You might also want to directly combat characterizations (caricatures) of protesters that may have appeared in your local paper, or the idea that we "lost" because the meeting was not shut down.

Sample:

Tens of thousands of people came to Washington, D.C. to protest corporate globalization and to stand in solidarity with millions of people in developing countries who the IMF and World Bank regularly ignore. The institutions couldn't ignore us on April 16, and never again will they be able to operate without scrutiny from the U.S. public.

Free Opportunities for Promoting Your Organization

CBC Radio One accepts PSAs (public service announcements). Be sure to send them out at least two weeks in advance. Be sure to have the 'who', 'what', 'where', 'when' and 'why' in the first few sentences.

Eastlink offers PSAs. Please visit http://eastlink.ca/elvtv/ELTV_Ideas/psaForm.asp. Must be sent in at least two weeks in advance. (...ELTV_Ideas...)

The Coast online has a free posting service and reaches an alternative audience. See www.thecoast.ca to post an ad.

Goodworks Canada is a listserv that posts events, jobs and information on its main website and sends out e-mails about the different postings all across Canada. See www.GoodWorkCanada.ca for more information.

Sustainable Maritimes (SustMar) is a listserv that goes out to thousand of Maritimers as the events, jobs and information are posted. See <http://list.web.net/lists/listinfo/sust-mar> for more information about signing up and posting events.

PEIEN E-News is a weekly compilation of environmental news headlines, public notices and eco-community member profiles. It is sent electronically to PEIEN members every Friday to update them on issues of interest in the environment field. If you have any comments or suggestions about this or upcoming editions, please contact the PEIEN office at 902-566-4170 or by email at: peieco.news@gmail.com



Vancouver urged to fulfill bright green promise of environmental rights

FOR IMMEDIATE RELEASE

November 17, 2009

Ecojustice report gives city tools to create right to a healthy environment

VANCOUVER – A new report by Ecojustice is calling on mayors across BC to lead at a local level and recognize residents’ rights to a healthy environment.

Restoring the balance: Recognizing Environmental Rights in British Columbia provides a toolkit for governments and citizens alike which outlines how these crucial rights can be established. The report examines the growing global phenomena of recognizing environmental rights, and highlights the recent trend towards municipal declarations of environmental rights.

“In San Francisco every resident has an equal right to a healthy and safe environment. This right requires that local air, water, and food be of a sufficiently high standard that individuals and communities can live in healthy, fulfilling and dignified lives,” said Ecojustice Lawyer Margot Venton, who authored the report. “Environmental rights should be enjoyed by people no matter where they live. As San Francisco’s example shows, local governments don’t have to wait for federal or provincial governments to act to protect the health of their residents.”

The report has been sent to 188 mayors in British Columbia, including Vancouver mayor Gregor Robertson, who recently launched a strategy to make Vancouver the world’s greenest city by 2020.

In 2005 Vancouver became one of 107 cities from around the world that pledged to recognize the right of all members of society to a “clean, healthy, and safe” environment by signing the Urban Environmental Accord. Vancouver’s renewed this commitment as part of its Bright Green Future Initiative.

“We hope that the city of Vancouver will continue to set an example for other BC communities to follow by fulfilling these promises to recognize environmental rights, and adopting declaration of environmental rights. This is a chance for Vancouver to lead on the municipal front by showing that a healthy environment is not just a goal, it’s a right all residents deserve,” said Venton.

-30-

For further information please visit www.ecojustice.ca

Sample Letter to the editor

***If you use this template, be sure to only use ONE or TWO of the bullet points about the issues. Pick the issue or angle you most care about. And be sure to personalize the letter. Good Luck! ***

SAMPLE LETTER TO THE EDITOR:

To the editor:

Thank you for reporting on the protests in Washington against the IMF and World Bank [cite story]. I [participated in/supported] these protests-- along with tens of thousands of students, union members, environmentalists, and others from across the country -- and I'd like to draw your attention to some key facts missing from your coverage as to why so many of us went to Washington to protest the IMF and World Bank:

[PICK ONE OR TWO OF THESE...]

- The IMF and the World Bank refuse to cancel debts owed to them by the world's poorest countries. Many countries are forced to spend more money repaying debts to these groups than they spend on desperately needed health care or education.
- The IMF's intervention in Russia has been one devastating failure after another. Within four years of its program entering into effect in 1992, the country's national income had dropped by about one-half and the number of Russians in poverty rose from 2 million to 60 million. A collapse of this magnitude is historically unprecedented in the absence of war or major natural disaster.
- All of the IMF's lending and more than 60% of the World Bank's lending is conditioned on policies such as mandates to "privatize" industries, reduce worker protections, reduce access to credit, and pursue export-led growth strategies which deplete natural resources and despoil the environment.
- The IMF and World Bank are undemocratic and they are unaccountable to the people who are most affected by their policies. At the IMF, for example, in the last 2,000 decisions made by the executive board, there have been only 12 votes.
- World Bank financed dam projects have displaced more than 10 million people, and the World Bank has never been forced to pay for the destruction it has caused to millions of people's lives and the environment.
- In Latin America, twenty years of these institutions' supervision have produced income growth, per person, that is less than a tenth of its previous rate. In Africa, income per person has actually fallen 20% over the last two decades.

We united in Washington to say enough is enough. The protests may be over, but we will keep the pressure on these institutions.

Signed,

XXXXX

Example of an OP-ED Piece

To: Guardian newspaper
Letter to the Editor

A number of weeks ago a Charlottetown city committee held public meetings on the issue of banning cosmetic pesticide use within municipal boundaries. As a member of the Northumberland Strait Ecosystem Initiative Working Group, I attended to point out the likely linkages between urban runoff containing toxins such as pesticides, and the unfolding ecological crisis in the Northumberland Strait.

As many Islanders are aware, the lobster and scallop fisheries in the Northumberland Strait, and especially in mid-Strait and around the Confederation Bridge alignment, are in serious decline. In recent years the average fishing income has failed to cover costs; people are literally “fishing for stamps”. This is a formerly rich ecosystem that has experienced collapses in cod, hake, halibut, skate and other commercial species in the past 25 years. Currently the Strait is having dramatic declines in lobster and scallop fisheries; smelt, eels, winter flounder, spring herring, mackerel and gaspereaux are in trouble; and species that are not commercially fished, such as kelp, Irish moss and the common snails known to fishers as conchs, are also disappearing. From public consultations undertaken in PEI we know that increased sediment in the water, changes in currents and water temperatures, the smothering of previously productive bottom habitats, loss of oyster reefs and eelgrass beds have all been noted by fishers. There appear to be a number of interacting forces at work, and one of the least understood is the impact of toxic substances being released into rivers and estuaries from agricultural land, storm drains, sewage treatment plants, factory effluent pipes and urban runoff.

Research is underway at UPEI and in DFO laboratories, trying to quantify impacts of toxins such as pesticides on marine life, and especially on the very vulnerable stages such as juveniles and larvae. We know that in the lab, many commonly used chemicals kill larvae at very low concentrations; what is not understood is what happens when these toxins are diluted and mixed with other chemicals, excess nutrients and bacteria. It may be years before we have definite scientific data, but in the meantime we need to be motivated by the principle of precaution – that is, faced with the likelihood of long term damage attached to a preventable human activity, we should reduce or eliminate the threat as much as possible.

Charlottetown Harbour is extremely important to the water quality of the Northumberland Strait. Oceanographic models show that as the tides move through the Strait, eddies enter the harbour, circulate around it and then exit to continue travelling eastward. While in the harbour, these water bodies and the millions of larval and juvenile fish and shellfish they carry are exposed to many insults coming from land-based sources. If we can eliminate pesticides from the landwash, storm drains and sewage effluents of Charlottetown this will be an important positive step towards improving water quality in the harbour and strait, and is one of the many steps required to encourage the recovery of fish, shellfish and other wildlife in Strait waters.

Fishing families all along the Strait are currently in deep trouble. Boats are being sold, licenses that should provide retirement income are being liquidated for amounts of money inadequate to provide old age security, families are being broken up as members move west to work, and community infrastructures are in peril as rural populations decline. The situation is both serious and complex and to date has received too little focused attention, much less action that will help to keep people living in those communities and gainfully employed. If ever there was an election issue, this is a huge one – yet

the Strait ecosystem and fishery has attracted zero comment from politicians in the run up to the election.

We need to demand and support every effort to reverse current trends. A good place to start is to show our support for Island fishing families by taking action to eliminate pesticides and other toxins, sewage, landfill leachate, agricultural soils and other damaging inputs into the Strait. A ban on cosmetic pesticide use is one step. The technologies and strategies needed for further action already exist and are being used in other jurisdictions. I encourage voters to challenge candidates on the doorstep to commit to action to restore our inshore marine waters and fisheries.

Dr Irene Novaczek
Institute of Island Studies, UPEI

FOR IMMEDIATE RELEASE

Nationally-Syndicated Radio Show offers New Services to Grow

Birmingham, MI – “We are thrilled to be able to offer our customers new services to help them grow their businesses. Since podcasting is a hot topic these days, we are so happy to be part of this revolution. It is important to stay with the times, and since we are on the cutting edge of new things, it’s a great way to add a new service to our business.”

StartupNation® made a big announcement today that it will be launching free Podcasts of the nationally-syndicated StartupNation Radio program at www.startupnation.com to anyone who goes to the site and clicks on the appropriate link under “radio podcast” – once they are there, they can download information to their computer, iPod or mp3 player for free. Then, they can listen to the radio program any time they want to. Whether it’s in the car, while working out, taking a jog, or driving the kids to soccer practice, you can get the information you need whenever you want it.

StartupNation spokesperson states, “We know that lots of people want to start a business, and they need information so we decided to offer this service to entrepreneurs, new business owners and new business enthusiasts all over the world at no charge. So many people are so busy today with very hectic schedules, and we want to be able to offer services that are easy to access, download and read. Plus, this gives us a great opportunity to reach a larger audience across the world who wants to hear the latest advice on starting a new business.”

Jeff and Rich Sloan created StartupNation. They are company creators, lifelong entrepreneurs and brothers. With the creation of StartupNation, the Sloan brothers continue to prove that there is no obstacle too big to overcome – and as true entrepreneurs – they’re having a blast along the way. Jeff and Rich are the perfect role models for budding entrepreneurs, as they have faced the many challenges of entrepreneurship and are still creating new businesses every day.

With their love for entrepreneurship, business experience and leadership skills, the Sloan brothers are two of the country’s top small business experts, speaking frequently at entrepreneurial forums. They co-host the nationally-syndicated StartupNation Radio call-in program, are authors of *StartupNation: Open for Business*, published by Doubleday, and provide their smarts online at www.startupnation.com. The Sloans have been featured in media such as *The New York Times*, *Wall Street Journal*, *Fortune Small Business*, *Entrepreneur Magazine*, *CNN*, *CNBC* and *FOX news*.

Jeff and Rich Sloan have won numerous awards including the **2005 Michigan and Midwest Small Business Journalists of the Year** award by the Small Business Administration (SBA). They were also named **Detroit’s Top 20 2005 Business “Dynamic Duos”**, by Crain’s Detroit Business.

StartupNation Radio Broadcasts on a weekly basis all over the country, and worldwide, in more than 50 markets across the country, and in 12 of the top 15 national radio markets. By downloading StartupNation Radio Podcasts, listeners can tune into the entire show and listen to it whenever they want to. Or listeners can search for individual, particular radio segments.



FOR IMMEDIATE RELEASE

Contact: Melanie Rembrandt
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248.540.9660 ext. 333

StartupNation® Radio get into the Podcast Game

Entrepreneurs “on the move” can now access free podcasts of nationally-syndicated radio program featuring start-up advice and elevator pitches

Birmingham, MI – October 19, 2005 - StartupNation® announced today its launch of free Podcasts of the nationally-syndicated StartupNation Radio program at startupnation.com. Created by two of the country’s top entrepreneurial experts, Jeff and Rich Sloan, StartupNation Radio is a one-hour, weekend call-in program offering advice to help entrepreneurs start and grow their businesses, Now, entrepreneurs can download this valuable program to their computer, iPod or mp3 player at no charge, and listen anytime, anywhere.

“StartupNation is all about offering advice to entrepreneurs in approachable, entertaining and easy-to-access formats,” states Rich Sloan, StartupNation co-founder. “We recognize that our entrepreneurial audience is often multi-tasking. As a result, we believe that our new radio show podcasts will enable us to further reach the two-thirds of Americans who dream of starting or growing a business.”

StartupNation Radio broadcasts weekly in more than 50 markets across the country and in 12 of the top 15 national radio markets. By downloading StartupNation Radio Podcasts, listeners can tune into the entire show or search for particular radio segments as the Sloan brothers answer caller questions, hear zany ideas and key moves of entrepreneurs across the country, tune in to 60-second elevator pitches as well as learn from hook ups between entrepreneurs who want to sell their ideas to major retailers.

To sign up for a free podcasting subscription to StartupNation Radio, visit www.startupnation.com and visit the podcasting section. For more information, visit www.startupnation.com or contact us at info@startupnation.com or (866) 55-START. StartupNation Podcasts are also listed in the iTunes and Yahoo directories.

About StartupNation® and the Sloan Brothers

Founded by Jeff and Rich Sloan, StartupNation, www.startupnation.com, provides business smarts for entrepreneurs who want to start and grow their own business via a nationally-syndicated radio show, online seminars, podcasting and a weekly e-newsletter. The Sloan Brothers are also the authors of “StartupNation: Open for Business,” a new book published by Doubleday. As entrepreneurial experts, the Sloans have been featured in numerous national publications and frequently appear on national cable television.

Print Public Service Ad Example
(without images except the logo)

Well,
Well,
Well.

Here we are again — another great performance in Fort Worth. The creative energy in this town seems limitless. That's something an energy company can really appreciate. Enjoy the show.



XTO Energy Inc. • 810 Houston Street • Fort Worth, Texas 76102
(817) 870-2800 • www.xtoenergy.com • NYSE: XTO

Credit: Newson and Haynes, Public Relations Writing Form and Style, 7th Ed. 2005

IN 1946 I RECEIVED SOMETHING FROM AMERICA THAT I CARRY WITH ME TO THIS DAY.

The entire city was devastated. There was nothing left. Thousands of people searching for lost children.

Thousands of children, wandering the streets. Mother and I lived in the basement of a bombed-out house. There was nothing to eat. Nothing to wear. No fuel for heat or cooking.



We gathered beechnuts in the forest to keep us alive. One day we heard there was a CARE Package[®] for us 'from a friend in America'. We didn't know anybody in America. But we went to pick it up. It was so heavy we could barely carry it home. When we opened it, it was like manna from heaven. Inside was bacon. And flour. Oleomargarine.



Real coffee. And peanut butter! We didn't know what that was. We were shocked later to learn you were supposed to spread it on bread. Each night I would have a little from a



spoon, for dessert. I never met the friend in America who sent us that first package. But, 50 years

later, I carry that

person in my heart. Because CARE[®] gave us more than food. They gave us back our self-esteem. Today, with wars and famine all over the globe, CARE is more important than ever. They save lives every day with food. But CARE also provides training and basic tools so people learn to feed themselves.



CARE empowers people to regain control of their own lives. And CARE allocates 92% of all its expenditures to relief and development programs.

Believe me, of CARE as



I know what it feels like to need that help. We always thought the organization that brings hope to people. That brings peace to people.

That will eliminate the hunger. I give to CARE because I've never forgotten.

F I F T Y
CARE
Y E A R S

IT'S TIME TO CARE. AGAIN.

For more information call 1 800 521-CARE, ext. 521, or write: CARE, 151 Ellis St. NE, Atlanta, GA 30303-2439

Television Public Service Announcement Script Example



SAATCHI & SAATCHI

2 BLOOR STREET EAST, SUITE 600, TORONTO, CANADA M4W 1A8

TEL.: 416-259-9595 FAX: 416-886-8485

TV SCRIPT

CLIENT	DATE
Procter & Gamble	18-07-08
DOSSIER / FILE #	FICHE / DOCKET #
PRODUUT/MARQUE / PRODUCT/BRAND	DURÉE / LENGTH
Iams	30 sec.
TITRE / TITLE	REVISION / REVISION #
"Angel" – French	2

Please not that a Back Translation is a word for word English equivalent to the mood and feel of the French words and expressions.

Video Audio

ANNONCEUR (DRTV): La vraie récompense en adoptant un animal...

(The real reward in adopting a pet...)

...on l'obtient quand l'animal nous adopte.

(...we get it when the pet adopts us.)

Pendant le temps des Fêtes, aidez-nous

à atteindre notre objectif de trouver un foyer chaleureux pour un million de chat et de chiens.

(During the holidays, help us reach our goal of finding a loving home for one million cats and dogs.)

Visitez iamslesftesenfamille.com,

Et adoptez ou devenez bénévole aujourd'hui

(Visit IamsHome4TheHolidays.com, and adopt or become a volunteer today.)

ANNONCEUR (PSA): La vraie recompense en adoptant un animal...

(The real reward in adopting a pet...)

...on l'obtient quand l'animal nous adopte.

(...we get it when the pet adopts us.)

Joignez-vous à moi, Geneviève Brouillette, et participez à la campagne d'adoption Iams les Fêtes en Famille.

(Join me, Genevieve Brouillette, and participate in the Iams Home 4 the Holidays adoption drive.)

Radio Public Service Announcement Script Example



Iams Home 4 the Holidays 2009

PSA Radio Script

DRAFT

7-22-09

: 30 SCRIPT

There are millions of orphaned pets in need of loving homes. I'm Hilary Swank, and as a pet parent, I know first-hand about the amazing animals in adoption centers across this country. Join us for Iams Home 4 the Holidays from October first through January fourth as we strive to place one-and-a-half-million pets into happy homes. Let's work together and make a difference. Visit iams-home-4-the-holidays-dot-com to find a participating shelter near you or learn about other ways you can help.

: 15 SCRIPT

Millions of homeless animals need loving homes. Join me, Hilary Swank and Iams Home 4 the Holidays from October first through January fourth as we strive to place one-and-a-half-million pets into happy homes. Visit iams-home-4-the-holidays-dot-com to find a participating shelter.

Media Advisory / Photo Opportunity Example



May 26, 2008

For Immediate Release

Media Advisory/Photo Opportunity

Keep Cool launch turns up the cool quotient to save electricity this summer

Clean Air Foundation and Toronto Hydro are partnering with The Home Depot Canada to launch the fourth annual Keep Cool program during Ontario's first Energy Conservation Week.

Yonge-Dundas Square will be transformed into Toronto's coolest spot where team Toronto Hydro will go head-to-head with team The Home Depot using retired air conditioners and old-fashioned, human green power to build the most eco-focused art.

Special guest, the Honourable Gerry Phillips, Ontario Minister of Energy, will be on-site to award the winning team with bragging rights to the City's "coolest" sculpture and local band Sunshine State will play an acoustic set of cool tunes.

What: Fourth annual launch of Keep Cool – a Toronto Hydro conservation and demand management program

Location: Yonge-Dundas Square
(Corner of Yonge St. And Dundas St.) Toronto, ON

Date: Tuesday, May 27, 2008

Time: Noon – 12:15 pm

Who: Honourable Gerry Phillips, Ontario Minister of Energy
Ersilia Serafini, Executive Director, Clean Air Foundation
David O'Brien, President & CEO, Toronto Hydro Corporation
Peg Hunter, Vice President of Marketing & Communications, The Home Depot

Why: During heat waves, demand can exceed the provincial capacity. When that happens, Ontario must import expensive power that may be generated from coal-fired generating stations. This type of generation produces harmful emissions that lead to smog. The average room air conditioner generates 1.3 tonnes of carbon dioxide each year – a known contributor to climate change. Keep Cool gives everybody in Toronto a chance to do something good for the environment.

-30-

For more information, contact:

Stephanie Nadalin, Optimum PR, (416) 306-656, Stephanie.nadalin@cossette.com
Denise Attallah, Toronto Hydro, (416) 542-2636, dattallah@torontohydro.com