

100
YEAR

Celebration of CAREER
GUIDANCE & EDUCATION

www.celebratecareers.com

Tips for Working with the Media

You can play a major role in the 100 Year Celebration of Career Education and Guidance!

Learning how to work with the media and connecting with them during the Celebration will play a major role in creating awareness and getting the message out about CTE and our celebration. Whether pitching a local CTE success story or doing an interview with the local press, you will always want to keep the following “Tips” in mind:

1. If the media call you - always call them back immediately. Even if you have to stall them because you don't have the information they need, or aren't sure you want to be part of the story, return their call right away.
2. The best way for the media to get things right, is to make them easy. Be sure to use the resources in this toolkit to provide the media with the background information they need to complete their stories – and communicate our message.
3. When you can – show – don't tell. Providing the media with real examples of how CTE has impacted students and adults in your community is more memorable, more compelling and more likely to see coverage.
4. Know your message and stay on it! Talking to the media should be an expanded version of the mission speech – that two minute overview of the celebration, its significance and the continuing impact of CTE today.
5. Unless you are being interviewed for breaking news, know that your story may run later than planned, or never run. Other news that is more time-sensitive can replace your story. It happens – and rather than being discouraged – try again.
6. The photographers and writers sometimes don't communicate. And the headline and the caption writers are often different from the reporter who did the story. If your pitch involves photos, ask the photographers if they need help writing down names or other significant details.
7. There is no off-the-record. Ever. If you don't want to see it in print or broadcast, don't say it. Period.

We are here to help! The 100 Year Celebration PR team is available to answer your questions, or help you with outreach to your local press. For more information, contact Marti Martz, 100 Year PR Liaison, at 515-314-5979 or martzm@kuder.com.

