

Press/Media Relations

Ideas For Working With The Press / Media

There are many ways NYFPS teams or clubs can get press and media coverage. Typically, teams are highlighted for their achievements at the State or International Conference as well as CmPS projects' positive impact on the local community. School newspapers also write introductory pieces on the NYFPS program and the formation of the school's team.

In addition to your team or club's scheduled and planned programs and events, try brainstorming ideas for news stories and then measure your ideas against the following criteria:

Importance:

- Is this announcement important to people in your community? Why should it matter to them now?

Impact:

- How many people are affected?
- Does it affect a specific group in need?
- Who are involved? Club members? Community members? NYFPS?

Timeliness:

- What news is happening in your club?
- Did an event or announcement happen recently to NYFPS or your club?
- Will your club host an event in the near future?
- Is there any way to tie your announcement or event to a current event or holiday?
- Did your club recently experience an anniversary or noteworthy milestone?

Location Relevance:

- Is the NYFPS event or announcement taking place in the local area covered by the media outlet you are targeting?
- Is this event or achievement a first for your team? A first for your school? or A first for region?

Media Event Partner

If your club is planning a major event, you might want to reach out to your local media outlet about becoming a partner. Television stations may be willing to create a two-minute informational segment. Radio stations may be willing to read a 30-second announcement script on-air. This extra publicity can really drive awareness for your club's efforts. Schools have previously included the press for events such as International Conference send-off celebrations and CmPS project discussions.

Each media outlet's policies for partnerships will vary. Before you begin planning your next event, reach out to your local media outlet and inquire.

Find examples of previous press cover at nyfps.org/in-the-press

