

ROCK THE VOTE

WORKING WITH MEDIA

FOR YOUR Rock the Vote EVENT
ON CAMPUS

***For a detailed guide to hosting large-scale events, see RTV's general WORKING WITH MEDIA.**



START HERE.

You're hosting an event. You know the date, time, programming and speakers. You're passionate and excited to pull it off. It's time to tell the media about your hard work, and share the enthusiasm of your peers with others.

Identify the media outlets you want to cover the event. It's great to start on campus. What is the student newspaper? TV channel? Radio station? Campus blogs? Top people from your school on Facebook and Twitter?

Reach out to them early. Give yourself at least a week to let them know about your event. If that's passed, get in touch with them as soon as you can.

Identify the right person to invite. At the campus newspaper, ask for the phone number and e-mail address of their Assignment Editor or the News Desk. At the TV or radio station, ask for the daily News Producer or Station Manager. On blogs, look for a "contact" button at the top or bottom of the page. On Facebook, send a message to the user you're interested in, or on Twitter write them an @reply. (More info on @replies can be found here: <http://support.twitter.com/articles/14023-what-are-replies-and-mentions>.)

Be on point when you call.

Here's a sample script for a phone call:

"Hi, I'm [YOUR NAME] and I'm a [YEAR IN SCHOOL] studying [MAJOR]. I wanted to let your [ASSIGNMENT EDITOR/NEWS PRODUCER/ETC.] know about a Rock the Vote registration event I'm hosting to bolster participation on our campus in the midterm election on Nov. 2. Could you direct me to someone who might be interested in covering something like that?"

Here's a sample script for an email:

"Hi, I'm [YOUR NAME] and I'm a [YEAR IN SCHOOL] studying [MAJOR]. I wanted to let your [ASSIGNMENT EDITOR/NEWS PRODUCER/ETC.] know about a Rock the Vote registration event I'm hosting to bolster participation on our campus in the midterm election on Nov. 2. I've attached the information about the event and pasted it below. Is there someone I should connect with about this event?"

Remind them the day before the event and provide follow up details the day of the event. Send short email reminders to the point of contact. Be sure to leave your phone number and confirm any key details.



Follow up. Thanks those who attended and offer to confirm details or answer questions. Send a recap/release to anyone who missed the event via email.



SAMPLE PRESS ADVISORY

October 15, 2010

Contact: NAME | EMAIL | PHONE #

Students Host Voter Registration Drive at Ohio State-Michigan Tailgate

Young people encourage peers to build on '08 momentum by voting in 2010

WHO: ADD HERE

WHAT: ADD HERE

WHEN: ADD HERE

WHERE: ADD HERE

VOLUNTEER or RSVP: LIVE.rockthevote.com

COLUMBUS -- While students from Ohio State and Michigan want nothing more than to defeat each other on the playing field this weekend, they're still civil – or civic-minded – enough to come together to register their classmates to vote in Nov. 2's midterm elections.

“As soon as the kickoff starts, I'll be an uncompromising Buckeye fan, but during pre-game I want to remind everyone how important it is to cast your ballot this fall,” says Suzy Que, president of the Ohio State student government. “There's so many students coming to tailgate in celebration of the big game, we wanted to make sure that in addition to having fun everyone has registered or re-registered to vote if they've moved since last year.”

Other members of Que's team will be out in front of the ticket gates with members of the Michigan student government with registration forms beginning at 8am on Saturday. The event is being hosted in conjunction with youth registration organization Rock the Vote. Look for RTV signs, music and people with clipboards on roller skates in RTV shirts.

The goal is to register 1,000 students before kickoff.

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