



## **MEDIA: What to do when Media attends your event?**

When media arrive you will only have a short time to showcase *Spin4Kids Plus* and show the public the incredibly caring, charitable and party-like atmosphere that YOUR Club brings to the community!

### **Media Spokesperson:**

- It is recommended that the Event Leader be the main spokesperson for the event.
- Should the Event Leader not feel comfortable or not wish to be on camera/radio/in newspaper, designate someone who has played a major role in making the event a success and will be knowledgeable with all that is taking place at your event.

### **Photography/Filming Sign:**

Ensure a copy of the Photography/Filming Notice is posted at your event. It can be found with the Event Day Materials on Connect and the [Event Leader Portal](#).

### **When Media Arrives:**

- **World-class meet and greet** – just as you would a new member, a warm welcome will set the tone of the journalists experience and how they write/talk about your event.
- **Give them a copy of the media release** – under the Event Day Materials section on Connect and the [Event Leader Portal](#).
- **If you haven't already, contact Melinda Mathes**, Marketing & Public Relations Specialist for GoodLife Kids Foundation at [mmathes@goodlifekids.com](mailto:mmathes@goodlifekids.com), (work) 519-661-0190 ext. 456 or (cell) 226-378-1650.
- **Gather information prior to interview** – is there something specific they would like to cover? Maybe it is an interesting participant story, they may wish to talk about the broad trend of childhood inactivity, or perhaps they would like to simply learn about the event as a whole.
  - Ask: *Is there a specific angle you would like to talk about or would you rather cover the event as a whole?*
- **Have a copy of the 2016 Spin4Kids Plus Key Messages handy** – these will help guide your interview and provide the reporter with some general background information about the event and GoodLife Kids Foundation. The Key Messages document is available under the Event Day Materials section on Connect and the [Event Leader Portal](#).



### **For all Media Interviews:**

- Focus on the top three messages you'd like to communicate – this will focus your responses and structure the story. Please refer to the 'Key Messages' document available on Connect or the Event Portal.
- Start with your main message and speak in complete sentences – be clear and get right to the point. Use stories and examples to explain your points.
- Substitute "GoodLife" for "we" every few sentences.
- If the reporter asks if you have anything else to add, take that opportunity – provide a website address and/or urge the audience to do something:
  - come check out the event,
  - encourage local organizations to apply for a grant at [goodlifekids.com](http://goodlifekids.com),
  - DONATE ONLINE at [Spin4Kids.com](http://Spin4Kids.com) etc.

### **Additional Media Interview Tips:**

#### **TV:**

- Look at the interviewer, not the camera.
- Be energetic and wear your *Spin4Kids Plus* t-shirt.
- Suggest visuals to accompany the interview – demonstrate a fitness activity, show how to ride a spin cycle, get the reporter to try a piece of equipment or a fitness activity.

#### **Radio:**

- Describe what you're doing because people can't see you.
- Suggest sounds that could accompany the story – e.g., people cheering for their team or weights clanking.
- Be energetic and enthusiastic.
- Focus your messages and get to your main points early in the interview – your interview will likely be edited so you want your quote to be clear and informative.

#### **Print:**

- Print stories can include more information than broadcast, so cover your key messages and provide examples with stories.
- Be focused to help the reporter understand key points – steer the interview by bringing it back to your key messages.
- Consider and suggest ideas for a photo to accompany the story – think of fun ideas that showcase your *Spin4Kids Plus* event.