



Media Tips and Tricks

Want to get the media involved in GEAR UP Week at your school? Don't know where to start? Media presence is important in order for others to see the impact that GEAR UP has at your school and in your community. Consider the following tips and tricks for involving the media in your event!

- Contact your local newspaper and start with them. If you are located in a school where there is a media office, they can help you contact the right people!
- Consider what *content* you need. What are you trying to raise awareness about?
- Consider *portability* of content. From where do people get their news? From where should they get GEAR UP news?
- Consider *frequency*. How often does the media need to get involved? For GEAR UP Week, you could have an article at the beginning of the week that describes what will happen during GEAR UP Week, and a general description of GEAR UP. Invite media to one of your key events during the week (e.g., balloon release or careers on wheels).
- Be persistent with your media contacts, but not pesky.
- Build relationships with media over time (after all, GEAR UP Week won't be the only event you will get press for).
- Consider what the media care about (e.g., broad news, conflict/overcome balance, hot topics, novelty, predictability, great images, audience interest and engagement).
- Remember to use the social media outlets you have at your disposal! If you are able to get an article published, post it on Twitter, Facebook, and other social media sites. Ask one of the GEAR UP students to help you, if you don't know how. If the article isn't published, post some great pictures and brag about your GEAR UP program on social media!