

## APPENDIX 2 – Community How To Guide On...MEDIA RELATIONS

### SAMPLE TELEPHONE PITCH

**Coordinator:** Hello, this is Jane Smith, Executive Director of the Coalition. Do you have a moment to talk?

**Reporter:** Yes, I can speak to you for a couple of minutes.

**Coordinator:** Thank you. Yesterday I sent you an advisory about an event our coalition is doing Monday at 10 a.m. at Edwards Senior High School in response to the alcohol-related motor vehicle crash that killed senior Kathy Jones last week.

**Reporter:** Yeah, I sort of remember seeing something. But, we've done a number of stories on that crash and feel we've pretty well covered it.

**Coordinator:** The coverage has been excellent, but on Monday we will be releasing the first comprehensive plan our coalition has developed to prevent these kinds of crashes in the future.

**Reporter:** Like what?

**Coordinator:** The \_\_\_\_\_ Coalition has developed a 12-step plan that includes a special training program for law enforcement officers, more alcohol-free activities for youth, and recommendations for tougher penalties for underage drinking offenses.

**Reporter:** Sounds interesting, but why do you need a training program for police officers?

**Coordinator:** Youth don't drink at the same times or in the same places as adults and they manifest the effects of alcohol differently when they drive. Surprisingly, some police officers don't know that.

We are inviting a nationally-recognized team who are experts in these areas to train our local officers. I can also provide you with some interesting local and national statistics. If you attend the event, we can link you with some of the youth and the officers who can tell you about the problem in their own words.

**Reporter:** Sounds good. We may want to cover the event and maybe even the law enforcement training program. I'll bring it up at our news meeting this afternoon. And, you did say we could interview some kids?

**Coordinator:** Yes, there will be several young people who will be available for interviews.

**Reporter:** Where is your event again?

**Coordinator:** Monday morning, (date) at 10:00 a.m. at Edwards Senior High School, 112 Main Street, in the auditorium. I appreciate your taking time to talk with me and your interest in the story. You can reach me at (phone number) if you have any questions before the event. We hope to see you there. Thank you.