

SKILLSUSA NATIONAL SIGNING DAY

Media and Publicity Guide

How to Use Local Media to Promote Your Event

There are three key elements to building a media story:

1. Media List
2. Media Pitches and Media Alerts
3. Creative Assets

Media List

As a first step, you need to create a media list. A media list includes the reporter's name, email address, outlet name and relevant notes. Here are the steps to building a media list:

1. Compile a list of local newspapers, magazines, websites, blogs, radio and television stations.
2. Create a spreadsheet that includes a contact person, phone number and email address for each outlet. See if anyone has done a story about your SkillsUSA chapter in the past.
3. Call each outlet to ask for these details to ensure you do not have outdated information.
 - Newspapers: When possible, ask for the contact who covers education, workforce development, local events, careers and/or business.
 - Magazines: Ask for the business, workforce development or education writer.
 - Radio: Ask for the news director.
 - TV: Ask for the assignment desk or daytime producer.

Advocacy Site

You can contact the media easily on the [ACTE Advocacy Site](#). Navigate to the site, click on the Media tab, put in your zip code, find your media contacts and click on Send A Message. Then add your contact information. Just copy and paste a press release or media alert into the message field and hit send.

Pitching Your Story to the Media

Pitches are short emails that describe something new and interesting in order to gauge a reporter's interest in writing about it for a story online, in print, or on TV. Pitches are personalized to each reporter's beat/interest areas and include important details about your event.

Use the pitch template as a starting point and update the [highlighted areas] with relevant information. This format is primarily used for print media.

To reach local television affiliates, you should use a slightly different format called a media alert. This format helps highlight specific visuals that may be available for camera crews.

Creative Assets

When possible, it's always a great idea to provide images and videos to reporters when pitching to help them visually tell the story. You should avoid attachments when you send pitches as this could cause the emails to get caught in spam folders, and some reporters do not open attachments as a matter of practice. Instead, you can use Dropbox, Google Drive or another file sharing platform and share a link to relevant images and videos. Examples to include:

- National Signing Day and SkillsUSA logos
- Skilled trades infographic and skilled trades job value proposition handout
- Photos of your school and SkillsUSA members
- Photos of your classroom or labs
- Links to previous news articles about your chapter and school