

Event Organizers Manual **International Trails Day -** **First Saturday in June Every Year!**

International Trails Day is a day dedicated to celebrate trails, their development, uses and the healthy lifestyle they encourage. This manual can be used as a guide to hosting the most elaborate of events, whether it is an International Trails Day event or something else being celebrated. The website - www.internationaltrailsday.com sponsored by NS Trails and the Nova Scotia Council of the Trans Canada Trail has events posted from around the world. For several years now North America (in particular the American Hiking Society) has traditionally celebrated a trails day on the first Saturday in June. We are inviting the world to share with us in developing a public awareness of trails by hosting an event and listing it on this site. Join us for International Trails Day the first Saturday in June this year and every year.

Some notes for event organizers

For more than a decade, dedicated trails enthusiasts like you have made Trails Day become an international event, a trails celebration. NS Trails thanks you for supporting International Trails Day. Because of your efforts, and those of other trail organizations recreational trails wind their way into our lives. International Trails Day provides an opportunity to celebrate trails, recognize those who build, protect and maintain them, and promote the benefits of trails to the greater public.

Register Your Event

Log on to your computer at www.internationaltrailsday.com and register your event in just a few minutes. By letting us know about your event, we can inform the media, sponsors, and other trails enthusiasts about events in their area.

Promote Your Event

NS Trails can provide brochures about trails programs and trail etiquette, etc, which make great handouts for event participants and the media. Take advantage of promotional items banners, brochures and posters. We look forward to hearing about your event and making this the best International Trails Day yet!

What?

International Trails Day (International Trails Day), a day of celebration for Trails worldwide, was created to:

- Promote public awareness of and appreciation for trails and the people who build and maintain them.
- Build partnerships among trail groups, businesses, and public land managers.

- Broaden the constituency for trails.
- Encourage cooperative efforts among different trail users, including hikers, bicyclists, equestrians, walkers, runners and others.

When?

The 'official' date of International Trails Day is the first Saturday in June. However, any date which fits your groups schedule is fine. Another option is for your event to be a part of a week of trail events building up to, or following, International Trails Day.

Why?

Without the support of volunteers, government agencies, and outdoor-minded businesses our trails would disappear. Trails allow us access to the natural world for exercise, study, photography, camping, relaxing or solitude. Trails when properly used can also protect the environment as a whole for future generations. International Trails Day brings together trails enthusiasts, to participate in educational exhibits, trail dedications, gear demonstrations, instructional workshops and trail work projects.

How?

For those who want to attend an International Trails Day event, search for a local event at www.internationaltrailsday.com, contact your local trail community group through the www.novascotiatrails.com.

Who?

In the US since 1993, National Trails Day has grown to nearly a million participants at over 3,000 events nationwide. International Trails Day is now a permanent fixture on calendars of trail clubs, outdoor businesses and government agencies worldwide.

International Trails Day events raise awareness of trails and inform the public of the need to protect and maintain trail corridors. It is the perfect way for local community trail groups proposed initiatives to be promoted and a chance to recognize the groups and individuals who are making a difference. Your event should be used as a tool to build alliances and to plan for the future.

Specifically, the three primary goals are to:

- Raise awareness of trails and the need to help conserve them.
- Build partnerships and alliances that work together beyond International Trails Day.
- Broaden the constituency for trails.

Planning an International Trails Day event involves the following three steps:

1. Build partnerships with trail and conservation organizations, public land agencies, and outdoor retailers and manufacturers.
2. Identify and plan your event.
3. Register your event at www.internationaltrailsday.com.

How to build your partnerships

The more people and organizations involved in your International Trails Day event, the more success you will have. Chances are, whether you are a trail manager or a non-profit group, you have already worked with quite a few different people and organizations. However, if you haven't, now is the time to broaden your trail "family." The following list illustrates potential groups that would be beneficial to your International Trails Day event: Schools, Historical Societies, Youth Groups, Businesses, Artists, Environmental Organizations, Senior Citizen Groups, Fitness Programs.

Identify and plan your event

Identifying your event, and careful planning are the two crucial steps that will determine the success of your event.

Set your goals, and be as precise as possible.

Your goal may be as simple as "Introduce 100 new people to the trail" or "raise \$100"; it may be a complex mixture that includes fundraising, building public support, extending the trail, and/or preventing a development project that could adversely affect your trail. Whatever the goal(s), be clear and explicit. Make sure there is a common goal among the participating groups.

Plan your event. Select when and where you should host it.

In most cases, the best place for you to hold your event is at an easily accessible trail entrance. For larger events try to select a spot that has enough open space to set up risers and a podium for the "official" part of your program. Make sure there's room to accommodate a big crowd; this will present an opportunity for clearer, higher quality photographs and TV footage.

Although International Trails Day is officially the first Saturday in June, you don't have to schedule your event on this day. There may be other factors in your community which make another day better for you. There might already be a scheduled event that will lure away some of your participants. If so, go ahead and pick the day and time that is best for you.

Planning Your Event

Register Your Event at www.internationaltrailsday.com

Log on to your computer at www.internationaltrailsday.com to register your event it only take a few minutes. Don't worry if you do not have all the details together - you can always submit changes to your event listing. By letting us know about your event, we can inform the media, sponsors, and other trails enthusiasts about events in their area. In order for your International Trails Day event to be successful, you may have to raise money through sponsorships and/or partnerships with other groups for support and in-kind donations. Sometimes finding good partnerships can be a challenge. For this reason, it's best to think creatively, plan thoroughly, and cast a wide net.

Partnerships

An alliance with a local businesses, cooperation with a Boy Scout or Girl Guide Troop, or joining with another trails group in your area are different examples of partnerships. As you plan out your event, you may discover that other organizations in your area are also hosting an International Trails Day events; it may be beneficial to combine your efforts into one, large unified event.

Partnerships can range from combining with an outdoors club or users group to merging with another community-related activity. The events that get the most attention are those that prove to be the most creative.

Sponsors

Sponsors, through beneficial service and funding provisions, can maximize the potential of your International Trails Day event. An advantage you provide your sponsors can be seen in increased community appreciation, media publicity, and corporate recognition. The potential for sponsors are limitless. Remember that any business or agency could be a potential sponsor - think creatively.

Some tips for approaching potential sponsors:

1. Be bold - Know what you want from them and ask for it directly. This can be achieved through conversation or by words on paper, written in plain, straightforward language.
2. Explain what a potential sponsor gets in exchange for its support. For example, a detailed list of expected attendance, any "Sponsor ID" (logo placements, mentions of their support, etc.), and anticipated or guaranteed media exposure.
3. Speak to your target audience. For example, when talking to a businessperson, speak in marketing terms; explain how they will receive "exposure," reach out to a "focused market of committed outdoors people," receive "cause-related marketing opportunities," and be seen by the community as a "good corporate citizen." If you have any demographics for attendees, present those statistics at this time.
4. Keep in mind you may be just one of many asking for help. If you appear to have your "act together," it might just make all the difference in who they choose to work with.

5. Under-promise and over-deliver. When providing exposure for sponsors deliver a little more than what you promised. This will be a pleasant surprise for them and help create a strong foundation to expand upon your relationship in the future and, hopefully, for next year's International Trails Day event.
6. Be creative. NS Trails is sending out Press Releases and PSAs. But Please Remember that various local businesses can provide invaluable in-kind support as well; this is particularly true for the local media. Some examples:
 - Community media (print, radio, even TV) to cover your event.
 - Local hospitals and doctors to donate health screening services.
 - Local cafes, sub shops, or grocers to donate food and beverages.
 - Outdoor retail and hardware stores can give clinics, provide services (blister kits, gear repairs, tool maintenance, etc.), or donate gear for a fund-raising raffle.

Thanking Partners and Sponsors

Basic stuff that can not be stressed enough. Be sure to thank your sponsors and partners before, during and after your event. This can be done in print on flyers, posters and handouts, in the media before and after the event, verbally during the event, and with a thank you note. A written note or an email shows your gratitude and lets them know their support is appreciated by dedicated trail users and event hosts. A sponsor that is supportive one year will be more willing to participate in future years if you give them a lot of acknowledgement and you are appreciative.

When planning your International Trails Day event, remember that how prepared you are will determine its success, level of media coverage, and support/participation from the community. The more detailed and explicit your event preparation, the more successful it will be. Because local groups host International Trails Day events, the day's activities are a reflection of the local conditions, opportunities and solutions. These community events combine a number of activities.

But consider the following:

- Host an all-day "trails fair" complete with trail user booths from hiking to biking to kayaking. Include demonstrations, food, music, tours to nearby trails, and special programs such as education about wildlife.
- Celebrate the diversity and unity among trail users. Include a day hike, a youth nature walk, an equestrian ride, a mountain bike demonstration, a workday on the trail, a backpacking event, ATV rally or a wheelchair race.
- Hold an annual walk/ride/paddle-a-thon to raise funds for a specific trail.
- Dedicate a portion of a trail in the evening and hold a moonlight walk. Include music, entertainment, food and refreshments.
- Lead a recreational hike, bike, or paddle.

- Create a trail fundraiser, sell NS Trail Metres or have membership drive.
- Develop a dedication, welcome, or other ceremony.

Plan

Creating a tentative timeline and job structure for your International Trails Day event will help keep it running on schedule. By establishing these things beforehand, you will be better prepared for your event and have a clearer picture of when certain elements must be completed. It will also aid in targeting specific goals and tasks for different workers and volunteers involved in the event.

Insurance

Plan for insurance coverage as well. Events require additional insurance coverage. Non-motorized events insurance is considerably less costly than the motorized events. Motorized Rallies require proof of insurance from the clubs supplied to the Trail Groups well in advance of the event. Keep a copy of the insurance for your records. The SANS will cancel any clubs membership if alcohol is involved - a zero tolerance rule which includes their social gatherings. Policies like this one should be made known to the insurance brokers - it will reduce the cost of insurance over time.

Timeline

Circulate a clearly written timeline with day-by-day deadlines to all those involved in the organization of your International Trails Day event. It may also be beneficial to establish external deadlines, such as a printer's schedule or the need to secure a permit by a certain time, because it can help keep your group on schedule.

1. Anticipate all possible disruptions of the event: rain, speakers who don't show up, etc. Add disaster contingency plans to the task list (e.g., know where you can get a tent in the event of rain or backup volunteers in the case of illness).
2. Consider your audience. The design, location, date, time and duration of your event will affect the audience you attract. In addition, the types of promotion and media outlets you use will also influence the amount of participants.
3. A timeline is based on a monthly plan. It's possible to organize an event in less time, although it may be difficult. Initial organizing tasks should be completed in March and April for June, so that a more intense effort can begin in May.

Job Descriptions

All the jobs needed for your event must be defined and assigned. Try to match jobs to each volunteer's strength and interests. Help can come from anywhere, but how effective it is depends on what you make of it. Below are three basic classifications that you can use as guidelines for assigning jobs. A small event will not require a great number of people, but the more the merrier. If you are simply hosting a guided walk for example - you may have one volunteer and leave the rest to NS Trails.

Coordinator

The coordinator is the person with the most responsibility. They are responsible for the tasks dealing directly with NS Trails and other partners. Those tasks include registering your event, drawing up a budget, recruiting volunteers, calling meetings, and overseeing logistics and publicity.

Media Committee

These committee members should be selected as soon as possible to develop a media strategy and contact the local media establishments. Their work should focus on lining up interviews and appearances, writing press releases, and placing public service announcements.

Logistics Committee

The bulk of the administrative work falls in the lap of the Logistics Committee; responsibilities include pre-event preparations, event-day logistics, and post-event cleanup. As soon as this committee is established, pre-event preparations should take place.

Such as:

- securing necessary permits
- checking the need for liability insurance
- planning the event layout
- coordinating exhibitors
- arranging equipment
- setting up first aid
- setting up Trail Wardens or security, if necessary

Simpler preparations should take place closer to the event; these include setting up a "Clean up Crew," and sending out flyers and posters.

Publicity and Promotion

Promotion is an extremely important facet of your planning. A well thought out promotion plan can determine the influence your International Trails Day event has on your community and trails. NS Trails promotes events among media, so the more we know about your plans, the easier it is to get interested people to you. However, you can also work with your local media to publicize your event. The final impact of the event will be determined by the sum total of all the local constituents.

Press Release

When a press release is sent to media, it is in competition with hundreds of other

ideas, programs and events. Most reporters will read no further than the second or third paragraph before making a decision to pursue the story or not.

Remember to:

- Include Who, What, When, Where, Why and How in the first paragraph. The most important information should be written first to attract editors and readers. Be accurate with names, numbers, statements, and quotes.
- Be brief. Keep sentences and paragraphs short. The release should be one page (never more than two) single-spaced, with one-inch margins and 12-point type. Write in the active voice, which is more powerful and requires fewer words.
- Include a centred headline near the top of the first page.
- Include a quote from an officer of your organization by at least the third paragraph of the release. This will identify your organization and add interest to the text.
- If using two pages, type "more" at the bottom of page one and "30" or "###" at the bottom of page two.
- Double and triple check for accuracy, spelling and punctuation. A professional release is more credible.
- If possible, find out how each press contact likes to receive press releases - e-mail, fax or mail. If that is not possible, default to fax or mail. Plan for the release to arrive at least seven days before you want the story to appear.
- Call your contact after submitting your release to see if he/she intends to cover the event. Follow-ups are critical if you hope to get much attention or airtime. Talking to reporters by phone may build relationships with them that could result in better, more complete coverage of your event.

Media Kit

A media kit is a compilation of materials that "sell" your event to the press, possible sponsors and celebrity speakers. By presenting real and substantial information, you will give the event credibility.

Your International Trails Day media kit could contain:

- Pocket folder to hold news releases, fact sheets, and other materials.
- Press release about the event.
- A list of the speakers expected accompanied by one-paragraph biographical profiles.

- A newsletter - brochure from your group.
- A fact sheet about the trail or park.
- Your event program and any International Trails Day materials.
- You may also include a feature story about your trail with photos and logos.

Getting your message out to the media

Radio

Local radio stations can play an extremely valuable, promotional role in your event; they may attract participants in droves. Ask all radio stations to cover the event itself on their news programs, and air your PSAs. You can recruit a radio sponsor for your event, which may be anointed the "official International Trails Day station," who could broadcast live from the event. You may even find it helpful to recruit one of the station's disc jockeys to be your emcee.

Pick a station with the most appeal to your target audience - call the station and ask to speak with either the director of marketing or promotions, or the disc jockey you've targeted. If the station does agree to participate, encourage them to provide the sound system for the event; this will save you time and money.

Public Service Announcements (PSAs)

PSAs (or "spot announcements") are advertisement-like messages made on behalf of nonprofit groups. Radio and television stations air PSAs free of charge as a community service. PSAs can be useful in reaching a mass audience, although you cannot determine when the spots will be aired or what kind of program they will accompany. To get airtime you must convince the station that your message is especially important to its local audience. Contact each station, because guidelines for the acceptance of PSAs vary.

Some general rules include:

- Your group must be a non-profit organization.
- All announcements must identify the sponsoring group.
- Finished or pre-produced PSAs must be provided to the station at least two weeks or earlier before they are to run. *Sample PSA*
LOCAL INTERNATIONAL TRAILS DAY EVENTS
 15 Seconds: Join [name of your group] on the [name of trail] Saturday, June 7th International Trails Day! for demonstrations, nature walks, and for you early birds, a sunrise hike. For details call [phone number].

Television

To enhance local television coverage, invite reporters to tour the trail a week or

two before the event. This will give the reporters a chance to collect terrific footage of the trail that they can use to augment their coverage of the event (particularly if it rains).

Tip: Contact television meteorologists in addition to regular reporters. Urge the meteorologists to deliver their local weather reports from the event location the Friday before the event begins.

Other Promotional Ideas:

- Write an editorial or letter to the editor of your local newspaper.
- Invite local politicians and community leaders. It's courteous and promotes word-of-mouth publicity.
- Make and hang large signs or banners over the site two weeks before the event.
- Print fliers on bright paper. Post them around your neighbourhood (also appoint people to remove the posters after the event), ask other groups to hand them out at their events, include as stuffers in other programs, and hand out at busy intersections.
- Print posters on heavy coloured paper. Have a team of people hang them in local merchants' windows, bus/train stations, outdoors stores, and professional offices near the event site. Post them on bulletin boards in schools, health centres, churches, bars, theaters, and youth centres.
- Set up a simple display at your library, town hall or YMCA to develop interest.
- Encourage school teachers to create projects (essays on transportation alternatives or impact studies of creating accessible greenways in our communities, for example) in his/her classes.
- Take advantage of the free classifieds offered by some weekly newspapers.
- Contact the owners of notable buildings and ask for free use of their building's sign or marquee.
- A paragraph plugging the event in other organizations' newsletters (the NS Trails Newsletter is a given). Promise to reciprocate.

Utilize your own networks:

- Mail to donor lists.
- Run a feature article, photos, and an ad in your newsletter.
- Activate your telephone chain to be sure everyone is informed.
- Build up word-of-mouth promotion with hoopla. Buttons and bumper stickers promote discussion.

After the months and weeks of careful planning, your event is ready to be underway. Here are some considerations to make when setting up for the festivities.

Set-Up

- Place exhibits along attendees' anticipated lines of travel. Strategically orient concessions, raffles and other attractions behind the exhibits and information tables, so participants and onlookers will have to pass by the stands to get to the "goodies."
- If possible, have a special press table at the event with press releases, supporting documentation and other information. It can also be a place for reporters to conduct interviews and learn about schedules and logistics.
- Your podium should be equipped with a microphone and a "multi box" that allow radio and TV stations to plug into the sound system.

Signage

All services offered at your event should be clearly marked with identification and directional signs. You will need signs directing participants to restrooms, first aid, childcare (if provided) and information/lost-and-found. Make sure your security staff know where all these services are located.

Media Coverage

Be sure to follow up with all press contacts and personally invite reporters to the event. Find out what different reporters are interested in knowing or seeing during/about the event, and provide that information/service for them to the best of your abilities. Make sure your media table is staffed or that your event planner is accessible so that press queries can be handled quickly and knowledgeably.

Introduce reporters to speakers, performers, and celebrities. Prepare your speakers to talk with reporters by giving them memorable quotes, explanations of the event's purpose, descriptions of what donations will be applied to and details about the next steps for your trail.

Send a special "Photo Op" memo to photographers, print media assignment editors and local TV stations explaining activities they can photograph, where the best viewing sites are, and what the best times are. Keep these visual elements in mind when planning your event and remember that the more unusual a photo opportunity is, the more likely you are to see it in the papers or on TV.

At Your Event

Day of Event Checklist with Task and Who Completed

Notify the police
Obtain proper insurance
Have cash boxes and have change in proper denominations for each cash box
Receipts
Bring NS Trails brochures to display at the event
Bring your organization's current newsletter, fact sheet, calendar of meetings and events, membership applications, and sale merchandise
Provide sign-in list
Provide name tags for organizers and volunteers
Have emergency numbers for police, fire and ambulance
Have cash for emergencies; coins for pay phone and/or cell phone
First Aid Kit(s)
Pens, scissors, and other office supplies
Tape, poster board and black markers
Errand runner for emergencies and forgotten items
Watch
Comfortable shoes
All necessary phone numbers: host, speakers, entertainers, politicians, etc.
Name of doctor, nurse or paramedic who will be present
Fire Extinguisher
Sense of humour, tact, patience and imagination

NS Trails can help make your International Trails Day event a success!

And here are some of the ways:

- Website Publicity
- NS Trails Newsletter articles prior to and after International Trails Day
- Press Release and PSAs
- Support of the Trail Patrol and Executive
- Brochures, banners and flags
- Fundraise by selling NS Trails Metres, crests or stickers

Most important of all - Have fun!

Get Your Messages Out - Dealing with the Media

The greatest message in the world is useless if no one sees or hears it.

Getting your messages out means:

- Identifying the most effective, appealing ways to reach your audience

- Identifying ways to reach your audience that fit within your budget
- Identifying ways to reach your audience that work best for your message
- Considering the potential unintended effects your message may have on others- besides your audience-who will receive it
- Working with the media effectively

Explore the Dissemination Tools at Your Disposal

This section addresses considerations for finding valuable, creative ways to get the word out and provides particular detail on working with the media.

Your goal should be maximum exposure for your message. To build awareness and motivate people to take action, you want your target audience to see, hear, or read your message repeatedly in a variety of different places over time. To decide what tools to use to get your messages out, you will apply what you learned in earlier research and consider several other factors. Ask yourself these questions.

What are the most effective, appealing vehicles that reach the audience?

Think back to what you know about your audience members, especially what you learned from formative research. Consider the places they frequent, their daily activities, and their media consumption.

A list of potential outreach options should include a wide variety of communication vehicles. For example:

- _ Print materials (fact sheet, brochure, newsletter)
- _ Information posted on the Internet (a website of your own, information on the city or town site, an online “chat”)
- _ A slide presentation for use at group meetings
- _ A speech by a local leader
- _ Posters (placed in settings relevant to your audience such as parks, schools, bus shelters, doctors’ offices, factory lunch rooms, grocery stores, libraries, senior centers, gyms, etc.)
- _ An ad in a newspaper or magazine, or on the radio
- _ An article, editorial, or op-ed in a newspaper or magazine
- _ Banners at shopping malls or events
- _ Collateral materials such as t-shirts, baseball caps, water bottles, refrigerator magnets, buttons, post-its, or key chains
- _ A staffed table at a health fair, new hospital opening, or farmer’s market

What can you afford? Some communication vehicles, such as professionally produced television and radio advertising, can be expensive. Others, such as writing op-ed pieces or making a slide show, require more legwork on your part than direct expense. The rule of thumb is to use a variety of means for reaching out.

What communication vehicles work best for your message? Not all message opportunities are created equal. Some simply work better for given audiences than others. For example, if your message to sedentary adults is “start with just 10 minutes of activity, then add 10 more,” you might focus on senior centers rather than the local gym. But, if your message is “invite a friend for a new activity [like this weekend’s nature hike],” perhaps gym goers are just the right people to reach.

What unintended effects could your message have-particularly for non-target audience members? Unintended effects can be positive, such as bringing people you never expected to your event, or negative such as offending or stigmatizing a group of non-audience members. The best defense against negative unintended effects is a careful research process that includes testing messages and materials, and careful thought. Common ways to disseminate messages section includes a variety of options and wide range of costs. Use these starting points for your own brainstorming about message dissemination strategies.

Common Ways to Disseminate Messages

PAID MEDIA

Television spot - Usually 15-, 30- or 60-seconds long. Most run 30 seconds.
Reaches a broad audience. Audiovisual impact.
Expensive to air. Expensive to produce. Short amount of time in which to deliver message

Radio spot - Paid radio spots are typically 60 seconds.
Expensive, but cheaper than television. Narrower target. Can be produced quickly
Typically longer than television spots.
Audio impact only. Narrow reach.

Print ads - Ads in newspapers, magazines and other publications.
Reaches very specific audience, often including opinion leaders. Short lead time, immediate impact.
Very short life span. Often misses younger and lower socio-economic demographic.

Outdoor - Includes billboards and other outdoor signage in places such as stores, busses, trains, or benches.
Can reinforce messages also placed elsewhere. Can repeatedly expose commuters to message. Transit space can be inexpensive compared to other forms of media.
Possibly high exposure.
Limited message space. Weather/graffiti damage. Very difficult to target narrowly.

EARNED MEDIA

Placing stories in print or broadcast media.
Does not require out-of-pocket costs like buying print space or air time does. Can achieve good reach. Credibility with readers/viewers.
Can be particularly helpful for reaching policy and decision makers, who are often especially attuned to news media.
Limits on the extent to which you can control the message, as you will not be writing the story.
Feature placement requires contacts and may be time consuming

Obtaining free print space or airtime for public service announcements (PSAs).
Less expensive than buying print space or air time. Can provide copy (instead of premade ads) for radio announcers to read-less expensive than producing spots.
Print PSAs can be inexpensive to produce
PSAs can be expensive to produce (especially television and radio) and distribute.
No control over if and when your message will air, and thus over how well it will reach your target audience.

POINTS OF INTERACTION

Placing a message near where people will be deciding whether to be active, vote for a policy change, etc.
Exposes audiences when they are well positioned to act on your advice.
Limited space for a message. Sometimes difficult to gain access to the point of interaction.

MOVIE TRAILER/SLIDES

Movie Trailer/Slides-Video and/or still photos shown before movie begins.
Targets heavy movie goers (including hard-to-reach teens)
Advertising trailers can have high impact (audio and visual on a large screen).
Production and placement of trailers can be expensive. Slides before movies may not reach large audience. Somewhat inefficient: Few theaters allow targeting to specific kinds of movies. Some film distributors do not allow ad trailers.

PRINT MATERIALS

Informational brochures, posters, newsletters, paycheck stuffers, and flyers.
Can be inexpensive to produce. Longer life. Some types support detailed messages.
Not an "interruption" medium, so recipients must want to be reached. Needs to be disseminated. Duplicates may be provided to the same individuals.

ONLINE VEHICLES

Websites - Many programs build sites; some sites are aimed at specific audiences.
Can be relatively inexpensive. Information always available to those who seek it
Can be updated quickly. Unlimited message area. Can promote your issue/message through partners' websites, too.
Must use promotional efforts to drive traffic to site. Maintenance and monitoring required.

May limit audience or miss certain demographic or socioeconomic groups.

Web Banners-Click-through banners can link commercial and partner websites to the program.

Broadens exposure on new media. Can range from inexpensive to expensive to produce. "Click-through" rates typically low. Small message space. May limit audience or miss certain demographic or socioeconomic groups.

SPONSORSHIPS

Payments to be promoted as a sponsor of a concert, sports contest or other event. Goal is to win exposure while associating the campaign with something popular, credible, exciting, or in some other way viewed positively.

Typically turn-key promotional opportunities (You can just pay money and the event staff will handle the rest). Associates program's "brand" with well-liked celebrities, brands, or events

Many want non-profits to be associated with their event and may provide free benefits. Can be expensive. Association could be seen negatively by some audiences. Limited reach versus mass media.

COLLATERAL MATERIALS

Programs may create all sorts of other promotional materials, such as T-shirts, key chains, or refrigerator magnets.

Can provide continued-albeit limited - exposure to target audience. Provides benefit for people involved in activities.

Need to distribute. High cost for limited exposure.

BUDGET TIP

You may be able to get a local print shop or copy outlet to donate a certain number of copies at no charge in return for the tax benefit or community goodwill (be sure to give them credit on your document!).

For website assistance, perhaps a local community college would be willing to make development and maintenance of the site part of a class assignment for students pursuing an education in web design. If media coverage would give you a boost, invite journalists to join your board or advisory committee.

The Media Has a Role In Helping You Achieve Your Goal

Earned Media-Television, Print, and Radio Stories

Many news stories are broadcast or written because someone close to the story alerts

the media and persuades a producer or journalist that the information is valuable to his or her viewers, listeners, or readers. In order to be ready and able to enlist the media's help, you must understand how the media works, and be prepared and willing to reach out to people who work in media.

Understanding the Media and Being Prepared

The prospect of working with media can be daunting. Program planners are sometimes wary of working with the media because they worry that journalists can be antagonistic. Indeed, the journalist's role as devil's advocate is what we most often see on televised press conferences and news shows. But journalists also have a keen sense of responsibility to their communities and the issues they cover. They are acutely aware of the reach of the media, and they take this seriously. There is nothing naive or unprofessional about asking for the help of a local reporter in letting the community know about opportunities to be more active and the good work that you and your program are doing.

In many cases, your media outreach will include these steps:

1. Preparing a media list.
2. Identifying a news hook that will appeal to reporters, such as new public health statistics or an event that is related to your messages.
3. Sending background information-with your news-that includes your contact information to those on the list (such as a media kit; see below for more information on kits).
4. Following up with each reporter or producer by telephone. Be sure you know exactly what you want to say beforehand, keeping in mind that reporters are busy and very often on tight deadlines. Know what you are asking the reporter to do: cover an event, take a photo, interview spokespeople, focus in on the political aspects of an issue, write about what your program needs (volunteers, donations)?
5. Focusing on your key messages once you have a reporter's interest (e.g., encouraging families to do physical activities together, letting kids know just how much fun it can be to "get active," or listing the physical, social, and psychological benefits of physical activity and the civic benefits of an active living community).
6. Offering additional relevant information, such as public health statistics, facts about the decline of school-based physical education programs nationwide, or anticipated costs of building a skateboarding park.

To get started, research some fundamental information before you try to enlist the media or place a story. At a minimum:

Know the media in your area

- For starters, research the television, radio, and print outlets that reach your target audience. This may require some exploration with the outlets themselves to learn who their viewers, listeners, and readers are. You may have an instinctive sense of some of these facts (e.g., the local AM 24-hour news station probably has good reach with commuters), but there are other details you will likely need to learn depending upon your audience (e.g., what are the most popular radio stations and listening times for 12- to 16-year-old boys?).
- Identify which reporters cover issues relevant to your program-sports, education, health, community events.
- Maintain a list of current contacts and individuals in the media with whom you would like to work, including fax/phone/e-mail addresses and notes about their main interests and preferred ways that you contact them. Good relationships with those in the media will serve you well over time. To begin to develop your media list, check your local library for copies of the *Editor and Publisher Yearbook*, which lists media outlets across the country. See below for ideas on who your media contacts may be-and who your media list should include.

Ideas for Potential Media Contacts

IDEAS FOR MEDIA OUTLETS TO CONTACT AND CONTACTS AT EACH OUTLET MAY INCLUDE

PRINT MEDIA

Newspapers (dailies, weeklies, monthlies, college/university papers and any small community newspapers, such as shoppers' circulars, real estate ads, commuter papers, or papers targeted to specific audiences such as women, Acadians, or older people)

City and regional magazines

Local trade and business publications, including newsletters and brochures

General editor, for smaller papers or weeklies

Editors of regional community-oriented sections (usually larger newspapers)

Assignment or lifestyle editors

News and metro/community reporters who may cover environmental or policy news

Health and consumer reporters who may cover hard news (new statistics on health risks) as well as feature stories (how to find an exercise program)

Newspaper and magazine calendar editors who list community-based events

Syndicated columnists who cover consumer and healthrelated issues

RADIO MEDIA

Local radio stations (including news, talk shows, call-in and local community affairs/public affairs programs)

University radio stations

Assignment editors

Producers of health, community, and public affairs shows

Note: for radio and TV, you can call the local stations to find out which of their programs are best suited for your story.

TELEVISION MEDIA

Local television stations (including news, talk shows, call-in, and local community affairs/public affairs programs)

University television stations

Local cable television stations

Public broadcasting stations (which may have relevant health or policy programming)

Provincial or local bureaus of national television networks

Assignment editors

Producers of health, community, and public affairs shows

On-air talent with a particular interest in health, physical activity, or community events

Understand the Media's Goals and Working Environment

The key to successful media relations over time is often based on establishing productive relationships with media professionals. Here are some hints for doing that.

- _ Be conscious of reporter's deadlines. Give reporters advance notice of events. Deliver any requested information quickly and on time. Place calls early in the day. By late afternoon, many writers and broadcasters are working against that day's looming deadlines and won't be as receptive to your call.
- _ When possible, meet reporters, editors, and producers face-to-face.
- _ Be prepared for meetings and conversations. Bring written materials that support your messages to leave as background. Be clear in your own mind on your program's main messages so that you can be clear in conversation.
- _ Select an appropriate "mediagenic" spokesperson (i.e., one who knows the topic well, displays genuine enthusiasm and commitment, speaks well, and is a quick thinker).
- _ Send a thank-you note to your media contacts after a meeting and if they cover any of your program's activities.
- _ Besides covering a story, consider having members of the media take part in your program. For example, TV or radio stations sometimes cosponsor events. Or,

you could invite an on-air personality to participate.

Make yourself available to media as a contact for questions in the future about your area of expertise.

Make Sure You Have “News”

Before you contact any media, be careful to ensure that your story is, in fact, newsworthy. Creating and pitching one bland announcement after another to your local media can actually mean *less* coverage if your media contacts stop paying attention to your calls and materials. Work to consistently deliver newsworthy stories that meet criteria such as the following:

Criteria Media will Use to Judge the Stories You Pitch.

Will the story... Ask yourself, is the story...

Appeal to the media outlet’s audience?

- Moving, important, or surprising to the media outlet’s key audience?

Address issues that directly affect or are relevant to the community?

- Local?
- Is there a problem, solution or activity happening at the local level? Can you tie your story to national data using local statistics?

Stimulate debate?

- Controversial?
- Are members of the community asking for significant changes in the way something is done? Is there opposition?

Generate high ratings or increase media audience?

- About a hot issue? Driven by a celebrity or other influential person?

Include fresh angles that will sustain public interest?

- New? Is there a new event or activity happening?
- Tied to new data or a report being released on the national level?

Distinguish the media outlet from its competitors?

- Exclusive? Can you interest a media outlet by offering them the first crack at your story?

Prepare Written Materials - A Media Kit

Before you start reaching out to the media, prepare materials that describe your

program so that reporters have a sense of what your program does and what its goals are. Your media kit will likely contain some standard materials about your program as well as materials that you tailor because of the particular media outlet or news hook you are focusing on. All materials should be as brief and easy to understand (no jargon) as possible. Citations should be provided for all statistics so that reporters have the necessary backup if they want to use the statistics in a story.

A media kit need not be packaged in a fancy way. In fact, many reporters say they like short and sweet. However, if it does not stand out from the other materials the reporter receives, it might not get read. Let your imagination, creativity, and good taste guide decisions about packaging and the “look” of your kit. Certainly, though, use your program letterhead and/or logo for all materials and make sure your contact information is on each piece of the kit as the various materials may get separated as they are passed around the newsroom.

Standard Media Materials

Fact sheets, which set the context for the issues you’re dealing with and amplify them, especially in ways relevant to your community. For example, provide data on the positive impact that even moderate physical activity can have on adults’ health, or data on the decline of physical activity among teens and corresponding increased health risks, or information on the potential benefits of a few key changes within your community. Think of these as background information to help a reporter give depth and breadth to your story.

Biosketches or organizational summaries, which describe key people involved with your program and/or organizations that are offering services, facilities, or funding.

Visuals, which add color, human interest, or depth to your information. These could be photos (of people, places, or products), graphs of statistics that describe the problem, a timeline showing your program’s successes, posters, maps, or other visual materials that represent your program. Printing them in a cameraready format makes it more likely that they will be used “as is” by a media outlet.

Public service announcements, if you are asking media outlets to place them for you, or copies of paid ads and collateral materials.

Adaptable Media Materials

A pitch letter, which is mailed along with the kit and highlights why your issue is pertinent to the media outlet’s audience. The letter should be only about one page long and should spark interest by:

- _ Showing the human side of an issue

- _ Outlining the benefits of your information for the reporter's audience
- _ Including facts and figures pertinent to your community
- _ Mentioning some key message points about your program
- _ Offering your spokesperson for interviews

A press release, which announces something newsworthy. It gives the reporter the reason to pay attention to your materials *now*. A good release addresses the five Ws of any news story: who, what, where, when, and why (or how) in the opening paragraph, since many people will not read any further.

A media advisory, which serves as a brief invitation to members of the media for an event. The media advisory provides only the who, what, when, where, and why. Unlike a press release it does not provide a lot of supporting or background information.

Sample Press Release
FOR IMMEDIATE RELEASE

CONTACTS: Primary Program Contact
(XXX) XXX-XXXX
Secondary Contact
(XXX) XXX-XXXX

ATTENTION GRABBING HEADLINE, CENTERED AND CAPITALIZED
Subtitle To Further Expand On Headline If Needed

ANYTOWN, PROVINCE (Month Day, Year) - The lead paragraph should begin with the place or location where the news is being released. Following the location and date, explain who, what, where, when. Your opening paragraph should be compelling enough to make the reader want to continue. Use 1 to 1-1/2 inch margins and double or 1.5 line spacing for the entire release.

Your second and third paragraphs should support information in your lead paragraph. Here use quotes from experts and/or program spokespersons that are in direct relation to the information you've already provided.

The most important information should be at the top of your release and less important information further down. Remember that the more localized you can make your release the greater chance it has of being used by newspapers.

The last paragraph of your release should be a "boilerplate" that describes your program in general and any partners/sponsors (you can also include a general sentence about NS Trails programs at the end of your description).

General rules to keep in mind: try to keep the length of your release to 2 to 2-1/2 pages at most. One page is even better. Use short sentences and paragraphs. If your release is longer than one page, place the slug line "-more-" centered and at the

bottom of the first page. Always add three number signs “###” to signal the end of your release. As with all media materials, print your press release on your organization’s or project’s letterhead.

Media Advisory

Rules of Thumb:

- The purpose of a media advisory is to convince members of the media to attend your event. Make sure the event title and description is compelling and newsworthy.
- Send your media advisory to your contacts a few days before the event (3-4 days prior works best-if your event is on a Monday or Tuesday, send out the advisory the previous Wednesday or Thursday).
- Never exceed one page-keep descriptions to a few short, important sentences.

Make calls to your media contacts the day before your event to make sure they received the advisory. Ask if they plan to attend, and offer more information as appropriate.

Sample Media Advisory

Media Advisory

Date XX, Year
(when you are sending advisory)

CONTACT: Primary Program Contact
(XXX) XXX-XXXX
Secondary Contact
(XXX) XXX-XXXX

HEADLINE THAT ANNOUNCES EVENT

[centered, bold, and ALL CAPS]

Short Sentence on Reason for Event [directly under headline, centered, in italics]

WHAT: Describe your community’s event/program and sponsoring organization

WHERE: Provide event location, including address, city, and provincial.

WHEN: Date and time of event
[e.g., Monday, November 3, 2003 9:00 AM EST]

WHO: Include names, titles, and organization affiliation of speakers and key individuals attending the event

WHY: Explain why the event is happening and why it’s important to members of the community; why should the media attend-why is it news?

[place slug line at the end, centered]

Track Your Progress and Interactions with the Media

Keeping track of your results means that you will easily be able to track what you've achieved and which reporters are particularly open to your message. It also allows you to some extent to measure the reach of your messages by calculating the reader/listener/viewership for the stories about your program. And, you can use such a compilation as one tool among many to demonstrate the effectiveness of your program's outreach to those who inquire. Tracking media interactions (past and ongoing) is important in another way. Doing so enables you to be highly organized such that you can show appreciation for past stories, keep up with what you learn about reporters' interests, and follow up effectively.

Two methods of tracking results include:

- (1) tracking the media "hits" your program achieved and
- (2) establishing a system for keeping up with media outlets that have interacted with your program in any way.

In your compilation of "hits," include copies of print stories, and tapes or scripts/summaries of broadcast stories. You should also include copies of the press materials and pitch letters which generated the interest, to use as models for future activities. Tracking interactions can be easily done by using tracking or call sheets such as the example shown below.

SAMPLE MEDIA TRACKING FORM

Date	Contact name & title	Name of organization & program	Topic interested in covering	Result	Next steps
4/05 Called 10 am	Jane Doe Producer	Eastlink TV "Community Talks"	Trail Opening Activity(s)	Possibly interview	Send material

Opinion Pieces and PSAs

In addition to striving to earn coverage via stories in the press, you may be able to get placement for a letter to the editor, an op-ed piece, or a public service announcement.

Opinion Pieces-Letters to the Editor and Op-Ed Pieces

A letter to the editor should be in response to something else that appeared in the newspaper such as an article or editorial or even another letter. This means reading your local print media and looking for opportunities such as:

- Health stories about obesity, osteoporosis, increases in diabetes, or other issues that are a good fit with the arguments for increased physical activity and active living.
- Budget or planning meetings where activity facilities might be a topic.
- Stories covering youth and what the community can do to reduce crime, substance abuse, reckless driving, gangs, etc.
- Stories covering family life and offering suggestions for how parents can stay in touch with their kids.
- Studies about the impact of increasing traffic congestion and/or pollution.
- Timely issues such as holiday shopping or graduation gifts where you can put in a plug for gifts that encourage activity instead of sedentary behavior.

Sometimes you can *create* opportunities by tying in to other events. For example, in the US the National Health Observances Calendar lists a wide range of health-related observances, available at www.healthfinder.gov/library/nho/nho.asp, such as National Osteoporosis Prevention Month. You might be able to tie a letter to one or several of these commemorative weeks, depending upon the details of your campaign.

Keep it short and simple, and be sure to follow the paper's guidelines for submitting a letter to the editor. Make sure you mention your organization in the body of the text, where it is less likely to be edited out.

Op-eds typically appear opposite the editorial page in the newspaper; some papers set aside days of the week or particular pages for materials written by readers ("My Turn" spaces, for example). An op-ed should relate to an issue of interest to the community, opening with a general statement and moving to more specifics. It should include a call to action or other definitive point of view—those qualities are why op-eds are *opinion* pieces. It should be about 500-600 words long. It should be signed, and a brief bio of the author should accompany it. The cover letter should let the editor know you are available to provide more information, and provide your contact information.

Try your hand at writing an op-ed piece that encourages those in your community to do their part to make it an activity-friendly one.

Public Service Announcements (PSAs)

PSAs are unpaid advertisements that promote the programs of government or non-profit organizations serving the public interest. PSAs can be a powerful and economical way to reach audiences. For a message to qualify as a PSA, it must be: non-commercial in nature, brief (generally 15, 30, or 60 seconds), and on behalf of a nonprofit organization, charity, or other community group. We term PSAs "economical" because the air time or print space they occupy is given gratis by a media outlet. However, note

that developing PSAs can be expensive.

PSAs are most successfully placed when they:

- Have a strong public service appeal that will benefit most of the station's or paper's audience.
- Are locally relevant to the station's viewing area or paper's distribution range. This can be achieved by tagging the ad with a local organization name and/or phone number.

To place your PSA, work directly with the public affairs directors at networks and local stations. If your PSA is related to an event, make sure you reach out to PSA directors early. Media managers usually need 2 - 4 weeks to place a radio PSA into a broadcast rotation cycle, so plan ahead. Encourage stations to air the PSAs at times when the highest numbers of people are likely to be tuning in: for radio, the morning or evening "drive time" (5:00 - 10:00 am and 4:00 - 7:00 pm).

Radio: Because radio stations are no longer required to use PSAs, competition is intense for the time they choose to donate. However, most media managers want to respond to their community's concerns and are especially interested in communicating timely and relevant information on public health. This is where you can play a critical role by meeting or talking to your local media managers to explain an upcoming event or, more generally, the impact of physical inactivity and the importance of disseminating information on active living.

In some cases, you may provide a pre-recorded ad. But in many cases, radio stations are willing to do a less expensive "live read," meaning you provide the text and an on-air personality reads it. In fact, some radio stations may prefer to use live-read announcer scripts for brand identity purposes. In addition, when announcers and DJs read the PSA, the audience identifies the familiar voice and recognizes that the information is a public service message meant to benefit their community and listeners.

Print: Newspapers and magazines have limited pages and publish on a certain schedule and frequency, so placing print PSAs can be challenging. As with radio, successful print placement depends on how well you market or pitch your issue locally. One way to do this is by using statistics or facts on physical activity in your community. For example, how many people in your community are affected by inactivity? How many face environmental barriers to active living?

If you hope to take advantage of such free advertising, it always helps to have your announcement ready for print, or "camera-ready." That means that the paper or magazine can simply drop it in to the layout without having to do additional work of typesetting or laying out the ad. Many organizations provide media with ads in different sizes, for example one or two column-widths, so that the paper or magazine can use a size that best fits their available space.

Television: As with print and radio PSAs, you should work with the public service

director to place public service announcements on local television stations. Local relevance and potential benefit to the stations' audiences are key to appealing to these gatekeepers and getting placement for your PSAs.

Rules of thumb:

- A pitch letter to media is essentially a sales letter -its purpose is to interest a reporter or editor to cover an event or issue, conduct an interview, and write or produce a story.
- Identify the appropriate media contact (in this case, probably a lifestyle, health, or city/community reporter). For local or community newspapers, one reporter or editor may cover multiple beats-if you are not sure who the appropriate contact is, place a call to the media outlet's main number or assignment desk to find out.
- Begin your pitch letter with a strong opening paragraph to grab the reporter's interest-use statistics or compelling facts and be sure to include the who, what, where, when, and why in the first few paragraphs.
- Write in a manner that's direct and to the point while still friendly and creative. Keep the reporter and his/her audience in mind-why should they be interested?
- A pitch letter should be one page or shorter in length. Try to keep your letter to 400 words or less. End the letter by telling your contact you will follow up with a phone call in the next few days. Provide your phone number and/or email address.
- As you state in your letter, call your contact to follow up and determine interest. Be prepared to answer questions about your topic and don't forget to offer additional information and materials (photos, fact sheets, etc.)

You may want to start making calls to newspapers as early as 2 months in advance to pitch a print PSA. In general, call newspaper contacts 2-3 weeks before the date you'd like to see the PSA published. Again, make your calls a few weeks in advance of any event to encourage print placements to appear in the days leading up to the event.

SAMPLE LETTER TO A PUBLIC SERVICE DIRECTOR

The sample media pitch letter on the following page can be tailored to sell your community as a place where physical activity and an active lifestyle are fully supported. Every community is unique, so use the sample below as a guide-promote your own community by describing new programs or infrastructure that promote physical activity and encourage active living. (*Feel free to personalize and use your organization's letterhead.*)

Date

Media Contact's Name
Address

Dear Mr./Ms._____:

In the first paragraph, grab the reader's attention by using an interesting fact or statistic about physical activity and active living, and tie it to local issues. For example, "Despite the clear health benefits of physical activity, two-thirds of American adults do not meet the Centers for Disease Control and Prevention's recommendation that adults engage in physical activity at least five days a week for 30 minutes or more. However, new science shows that accumulating 30 minutes of moderate activity per day-by engaging in everyday activities like walking, gardening, or taking the stairs instead of the elevator-can yield dramatic health benefits throughout the lifespan. Yet there are obstacles to walking in our community.

Through a new [**fill in your group's program/campaign**] [**Name of your community group**] and the NS want to encourage people to support trails as a recreation endeavor, but as a routine, convenient part of every day life.

Describe your community's program and benefits it offers; provide unique points and necessary details. If possible, describe a personal story or real life example.

[**Name of program/campaign**] in [**Name of your community**] aims to promote International Trails Day and local trails in our communities for residents to benefit from an improved quality of life. By reading/hearing about [**Name of program/campaign**], your [**readers, viewers, listeners**] will be inspired to become more regularly active in their daily lives, therefore improving their overall health and quality of life. With your help we can get the word out! I will follow this letter with a phone call in the next few days to discuss your interest and provide you with any further information or materials you may need.

Sincerely,

[**Name, Title**]

Enclosure

BOTTOM LINE

You know your audiences, what you want them to do, what you need to say. Various forms of media carry your messages to different audiences.

Variety is important, as is repetition, so try to deliver your message frequently and through a number of different media and community channels.