

Media Ideas

The Media is an important vehicle to inform and educate your community about the HOP Exhibit event.

Know Who's Who and What They Cover

Develop a media contact list. Include every newspaper (daily, weekly, specialty, etc.), city or regional, and radio and television stations. List their addresses, phone and fax numbers, email addresses and the key contact person who covers stories such as this.



Distribute Publicity Posters/Flyers

In mailings to the media and community groups, include announcements, flyers and brochures of programs related to the exhibit. Letters to the media should also include assistance in developing stories, and the name of a spokesperson to contact for interviews.

Sample Letter to Community Groups:

[Date]

Dear Friend: [personalize if possible]

[Name of Venue] is pleased to announce the opening of a new exhibit, *Light and Color* on [Date].

Light and Color is an exhibit from the Hands-On Partnership of Literature, Science and Art in South Dakota program. It is an interactive exhibit that tours around South Dakota.

Light and Color brings the exciting world of science to children ages six to twelve years old and their parents or caregivers through kid-sized exhibits that explore different concepts of light and color.

We invite you to a special preview of *Light and Color* on [Day, Date] at [Time] at [Name of Venue]. Please contact me at [Telephone, email] if you have questions.

We hope you can join us as we introduce this exciting exhibit to our community.

Sincerely,

[Name, Title]

Distribute Press Releases

Add your event information to the model press release and distribute (at their appropriate times) to everyone on your media list. Follow up every release you send out with a phone call to make sure the release got to the correct person.

Sample Press Release:

For Immediate Release

[Month, Date, Year]

Contact: [Contact Name, Telephone]

At the [Name of Venue]

Light and Color – A national traveling exhibit created by Oregon Museum of Science and Industry is currently touring South Dakota at [Name of Venue] on [Date] for [Venue Length Week/Month]. The exhibit explores the science behind light and color such as refraction and reflection through hands-on, kid-sized exhibits. [Venue] and the South Dakota Discovery Center invite you to come by and learn more about Light and Color.

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Get in the Newspaper

Call and ask for a reporter who covers education to write a story. Most daily newspapers and many weekly newspapers welcome columns from their readers. Seek out people in your community – including young people – who can write columns about the importance of science, literature and art in your community and how this exhibit can be a part of it.

Sample News Release:

For Immediate Release

[Date]

Contact: [Contact Name]

[Telephone, Email]

[Name of Venue] to host *Light and Color* traveling exhibit.

[City] – Light and color are all around us and during the month of [Venue’s rental month], [Venue’s clients] will have the opportunity to learn more about them.

“The exhibit consists of 18 stations which each explores a different concept about light and color,” says [Venue Director, title]. “We will do special activities about Light and Color using science, art and literature while we have the exhibit.”

The exhibit is courtesy of a partnership between the [Venue] and the South Dakota Discovery Center’s HOP program.

“The goal of HOP, which stands for Hands-On Partnership, is to give every South Dakotan a chance to learn science using a hands-on science exhibit,” says South Dakota Discovery Center executive director Kristie Maher. “HOP also uses art and literature to show how science can be learned many different ways.”

Maher says the exhibit is designed for children six to twelve. “Children in fifth and sixth grade especially will get a lot out of the exhibit as they study light and color in science.”

Maher points out that even parents will enjoy using the exhibit.

“Learning together is a good way for families to have fun,” says Maher.

Get on the Radio

Call the news director at your local radio station and ask to be a guest for a live interview on their morning or afternoon newscasts. Ask all radio stations to read the radio PSA.

Sample Public Service Announcements:

:10

[Venue Name] is hosting the traveling hands-on exhibit *Light and Color*. It opens on [Day, Date]. Call [Telephone Number] for details.

:20

Light and Color – a traveling hands-on exhibit at [Venue Name], helps kids understand the science behind light and color. View amazing life like holograms, split white light into a rainbow of color and discover reflection.

All this and more! The exhibit opens [Day, Date]. Call [Telephone Number} for details.

:30

[Venue name] invites you and your family to explore the science behind color and light. Come see the traveling hands-on exhibit *Light and Color*. View amazing life like holograms, split light into a rainbow of color and discover reflection. Kid sized science that adults will enjoy too! The exhibit opens [Day, Date] at [Venue]. Call [phone] for details. A program in partnership with the South Dakota Discovery Center.



Explore the Wonder of

Light & Color

Light & Color is a traveling exhibit exploring the wonder of light. Colorful, hands-on, kid-sized exhibits will have children exploring color, reflection and many other aspects of light.

LOCATION:

DATE:

For more information
contact:



Get on Local Cable and Public Television Stations

Public-access cable TV stations, college radio stations, and other electronic media channels that reach a very small or select audience are often the most enthusiastic about running feature-length programs and interview shows on specialized topics. Contact public or community affairs directors with specific ideas for media tie-ins to the exhibition, programs, and events.

Website, Email and Social Media

Use the online promotional materials (coming Spring 2010) to promote the exhibit online. Email, blogs, social media sites such as Facebook or Twitter are a good way to get the word out. Also be sure to have your web person post the information to your website and online calendar.

Promotion Pointers

All venues are encouraged to plan and implement effective publicity programs designed to create awareness of the *Light and Color* exhibit and related programs in the community.

Make sure all promotional materials feature your name and the South Dakota Discovery Center or HOP name..

The following guidelines are intended to help you launch a successful campaign.

1. **Get Started:**

Involving staff members at all levels in program planning pays off not only in new ideas but also in support and enthusiasm. One way to help staff “buy in” is to hold a mini-workshop or brainstorming session on Light and Color.

- a. Emphasize the potential for recruiting new visitors to the venue.
- b. Communicate the goals for your program – what you want to accomplish, how to continue the partnerships.
- c. Assign staff with various interests/talents to work in small groups to carry out any established goals.
- d. Share your program plans with directors, board members, Friends and other support groups. Invite their ideas and cooperations.

2. **Define Target Audience:**

Your press materials will reach a general audience of mixed ages and backgrounds. Use a personal letter (see Sample Letter to Community Groups) to contact specific groups who may have an interest in the exhibit and programs. A copy of your flyer can serve as an informal letter. Include a personal note soliciting support. Groups who may be interested include:

- a. Family social services providers
- b. Elementary school teachers
- c. After school care programs.
- d. Scouts, 4H and other youth groups.
- e. Parent support groups

- f. Local high school, college and university education and early childhood classes.
3. **Develop an Audience Profile:**
 - a. Where do they work?
 - b. What restaurants do they eat in?
 4. **Advertising:**
 - a. Exhaust all of your “free” sources before considering paid advertising.
 - b. Use the exhibition logos and include local program information in ads. Submit them in press kits to key media. In larger newspapers, more than one press kit may be required for varied editorial and advertising needs. Don’t forget ads in target group newsletters, community and weekly papers and library newsletters.
 - c. Ask major newspapers and/or radio and TV stations for donated time or space as a means of sponsorship.
 5. **Graphics:**
 - a. Clip art using the Light and Color identifying graphic and sponsor logos are included with these materials and on the website (<http://www.hopdsd.org/exhibits/lightcolor/index.htm>)
 - b. Use the graphics on flyers, bookmarks, programs, Websites, and other materials.
 6. **Distribution Points:**

Display promotional materials such as posters and bookmarks prominently. Prepare a special display with promotional materials. Ask managers of local stores – book, dry cleaners, grocery stores, restaurants – to display posters or flyers in windows.

Other suggestions:

 - a. High schools, colleges/universities
 - b. YMCAs and YWCAs
 - c. Day care centers
 - d. Health clubs
 - e. Park district centers
 - f. Art galleries
 - g. Laundromats
 - h. Doctors’ and dentists’ waiting rooms
 - i. Dry cleaning/ other services
 - j. Churches
 - k. Malls
 - l. Cafes/ internet cafes
 - m. Senior citizen centers
 - n. Department stores

7. Photographs:

- a. Avoid instamatic-like cameras; use high resolution digital or 35 mm whenever possible. Use an experience photographer if your budget permits.
- b. Get close to the subject and try to use natural “available” light whenever possible. Keep clutter and irrelevant objects out of the picture. Take pictures that tell a story.
- c. Avoid clichés, e.g., a speaker at a podium, an audience listening to a speaker. Sometimes a dull situation can be enlivened by an unusual angle (from the floor, from a balcony) or special lens (wide angle, fish eye)
- d. Make sure photos have an interesting background, preferably one with signage indicating the name of the program and funding information.
- e. Provide background information for the photo. Include names and titles of individual/groups pictured, name of program and any other interesting information.

