



enactus™

Team Media Relations Toolkit

MEDIA RELATIONS TOOLKIT FOR TEAMS

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INTRODUCTION

The Value of Media Outreach

As an Enactus student, you are part of a community doing valuable and exciting work. Media outreach is an important way for you to share your projects with a wider audience. Besides helping you gain exposure and recognition, telling your story to the media will allow you to reach local businesses, mentors, academic advisors and potential partners who might be able to contribute to your work. You will also be able to pique the interest of other students who might be interested in becoming Enactus members.

How Media Relations Works

Editorial media coverage is earned through the merits of the story. Unlike advertising, it is not paid for. For the audience, media coverage has more credibility than paid promotion. The audience trusts the media outlets that they follow and will see this as a story worth reading and sharing.

The secret to successful media relations is being able to translate your work into a compelling story that will be appealing to reporters. Reporters are tasked with telling the news, so it is important to highlight aspects of your story that are particularly relevant to current events and hot topics that are being discussed in the media. As you reach out to the press, you will need to offer reporters and editors original, newsworthy angles.

There are several key ways that a story might be newsworthy:

- **Timeliness:** The audience is used to receiving the latest news. You want to share stories that are current.
- **Reach:** Stories that affect more people are more newsworthy.
- **Proximity:** When targeting local press, stories that happen nearby are more significant than stories that happen farther away.



- **Prominence:** People and organizations that are well-known get covered more frequently, simply because they are already famous and appeal to the audience.
- **Human Interest:** Human interest stories are special and often go against some of the other points made above. Human interest stories appeal to emotion and aim to evoke responses such as amusement or sadness. Newspapers often have a dedicated area for offbeat or interesting items.

Thinking About Your Audience

Not all media outlets are alike. When you begin your press outreach, you will need to research the media landscape and think about the specific focus of each outlet you are targeting. For reporters, the most important consideration is presenting stories and ideas that will keep their audience interested, so before you reach out, it is important to consider the audience of each publication so that you can tailor your story to what will be most interesting to them. A local town paper will have very different content from a national magazine. You will need to tailor the information that you provide to each publication to increase the likelihood that your story will be of interest. For instance, if you are reaching out to your local newspaper, you can share how your Enactus project is impacting the community; if you are reaching out to a national publication you can share how your Enactus project made its way to the World Cup finals.

Here are the audiences you want to be addressing:

- Other students, to appeal to them as future Enactus members
- Local businesses, who may become future sponsors of your team or Business Advisory Board members
- Local politicians, to secure their support for your work
- Local community, to share how you are impacting them with your projects

Framing Your Existing Projects in Terms That Will Appeal to the Media

Much of the work that you are already doing already has strong appeal to the local media. The key will be to frame your projects in terms that reporters will be able to respond to. As you pitch your work to the media, you need to quickly and simply explain your project and make a case for why it is worth writing about. You will need to persuade the reporter that your story is newsworthy.

LIFE CYCLE OF A STORY



Developing New Initiatives That Drive Publicity

In addition to positioning your existing work in terms relevant to the media, you can develop a pipeline of initiatives to drive publicity for your organization.

One strategy is to create a public relations stunt, which is an activity specifically designed to generate media attention and highlights the core messages you are trying to communicate to the press. For example, if one of your projects involves making holiday ornaments out of recycled materials, you could try to set a record for creating the world's largest decoration.

You could also have an event, such as a ribbon cutting ceremony to celebrate the opening of a new business started as a result of your project and invite local press to attend.

MESSAGING

Developing a Consistent Message Across All Communication Channels

In order to have an effective media relations strategy, it is important to have a unified message across all channels, so that messaging about Enactus is consistent. This will ensure that readers develop a clear understanding of the purpose of Enactus and the specific work that your team does. Reporters and editors have their own agenda when they write articles, but by having a clear sense of what you are trying to communicate before you go into an interview, you can be sure to get your point across and meet your own objectives.

It is helpful to define your messaging points before you begin to engage with the press. As you undertake this process, think about what you want people to understand about Enactus and the work that you do. You will need to provide a broad explanation of Enactus as well as specific examples that illustrate the work that you are doing in your community.

Messaging

You should use this section when preparing for media interviews and should reference these messages when speaking about Enactus. Anyone speaking to the media is acting as an ambassador for Enactus, so it's important for you to know and understand the key language, so that you represent our organization confidently and with accuracy.

Elevator Pitch (15-second introduction):

- Can be used when:
 - Speaking with reporters, producers and bloggers
 - Telling friends about Enactus
 - Interacting with the university community and local businesses
 - Generally introducing Enactus to someone who is not familiar

- *Enactus is an international organization that brings together a network of student, academic and business leaders who are committed to enabling progress through entrepreneurial action.*



- *We operate by establishing programs on university campuses around the world, which provide a platform for teams of students to develop innovative, entrepreneurial-based projects that (make a positive social impact and) empower people to improve their lives in a sustainable way.*

Expanded Messages (If you have more time)

- We currently have operations in 36 countries, with programs on more than 1,740+ campuses and 69,000+ student participants. We receive support from more than 400 corporate partners with literally thousands of executives from these companies actively involved in the organization.
- Each of our campus programs functions like independent “innovation labs” and rather than mandating a uniform approach, students are challenged to get out of the classroom and work hands-on with the people and communities for which they are helping to develop uniquely tailored solutions. Every team works with a dedicated faculty mentor and business advisory board that help the students achieve the highest level of creativity and excellence in their work.
- Last year, Enactus teams implemented more than 4,100 individual projects that directly impacted 1,177,000+ people. For example... (Insert project examples)
- The quality and impact of the students’ projects are then assessed through a series of regional and national competitions, which are judged by leading executives. The top team from every country gets invited to showcase their projects on a global stage at the Enactus World Cup.
- What makes the whole process so compelling is the way in which Enactus students are able to make a tangible difference today, while at the same time enhancing their own entrepreneurial talents and developing into socially-responsible leaders.
- The companies that support Enactus find it to be a tremendous win/win proposition. They view their contribution as an investment that is generating a long-term, sustainable benefit for millions of people and shaping a future generation of leaders, while at the same time providing very practical opportunities associated with being a part of the Enactus community...such as the chance to network with potential



customers and business partners, to creating meaningful engagement experiences for their employees, to getting access to an amazing talent pool.

Basic Organizational Facts:

(Please note, our basic organization facts are updated every year after all program year information is received and calculated. This is typically before World Cup. Any document that has organizational facts will be updated at that time. Be sure the facts you are using are accurate visit enactus.org to view the latest annual report)

- Enactus, in operation since 1975, began as a nonprofit organization in the United States. We now operate in 36 countries around the world.
- Enactus is one of the largest student-driven groups in the world with 69,000+ students at 1,740+ universities across 36 different countries. To date, Enactus members have invested 7 million hours in entrepreneurial projects that have improved the lives of millions of people.
- The scale and impact of student participation is matched by the impressive roster of corporate supporters, with Walmart, KPMG, Unilever, Coca-Cola, PEPSICO and Hershey's as major participants. Beyond financial donations, leading board-level executives from these major corporations invest significant amounts of their time in supporting the Enactus vision and interacting with students.

Sound Bites:

- **What is a sound bite?**
 - A sound bite is a short clip that integrates messaging.
 - You should think of them as potential quotes in a story.
- **Why is it necessary?**
 - Look for great sound bites you can use in your media relations. Sound bites are necessary because they not only capture brand messaging, but do so in a creative and compelling manner that makes them suitable to be quotes in a story or segment.



Sound Bite Examples:

(Note: these examples are not for publication)

- 1) "Young people choose to do all sorts of activities at college, but few have the same level of positive impact on their lives and other people's than joining an Enactus team."
- 2) "We see opportunity where others see waste. We see resources where others see nothing. We use business functions and entrepreneurial spirit to creatively make something out of nothing."
- 3) "Being in Enactus allows me to be creative and use my passion to help the world. That's not something every student can say, and it's not something every student experiences on a regular basis."
- 4) "After joining this organization, I feel more prepared and more motivated to join the workforce with the ability to offer up innovative ideas that propel change."

The Meaning of Enactus

In order to keep the message of Enactus consistent, it is important that you clearly understand and can articulate from where the word Enactus is derived.

EN•ACT•US

A community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives, and shape a better, more sustainable world.

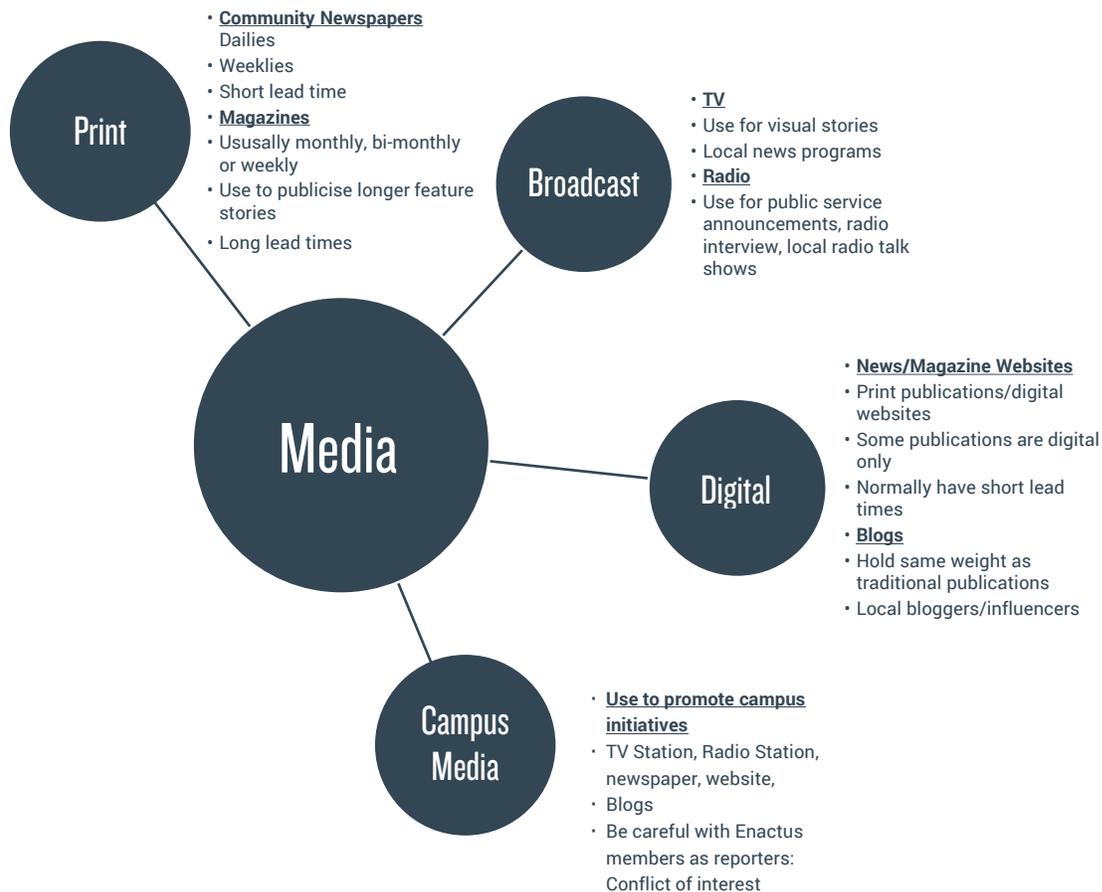
- **Entrepreneurial** – igniting business innovation with integrity and passion
- **Action** – the experience of social impact that sparks social enterprise
- **Us** – student, academic and business leaders collaborating to create a better world

You should make sure that all brochures, websites, social media pages and any other promotional materials that explain the meaning of Enactus use this format.

TYPES OF MEDIA

Identifying Local Media Outlets

As you begin your press outreach, the best place to start is locally, in your community. As you map out the media landscape, think about local radio and TV stations, community newspapers and campus media outlets that might be receptive to your stories. While the Enactus World Headquarters is reaching out to national and international press to discuss the organization’s work from a broad perspective, reaching out to the local press allows you to share details about your team’s projects. It will also be productive in the long term for you to build relationships with the local media. Over time, when local reporters are looking for sources about entrepreneurship in the student community, they will immediately think about your Enactus team’s work.



CREATING A MEDIA LIST

How to Target the Right Reporter

It is crucial to reach out to the right reporter, editor or producer when sharing news and pitches. These individuals tend to be short on time and deadline-driven. Reporters and producers who do not cover your particular topic may find your call or email an inconvenience. You are much more likely to achieve success if you reach out to reporters and producers whose beat revolves around issues that relate to your work.

Begin by researching potential publications. When you have identified a good outlet for your story, spend some time studying the reporters, editors and contributors who write for the publication to find the right person to target.

Media List

You should compile media lists in an Excel spreadsheet or Google Document. The spreadsheet should include sections for each type of media, and several reporters/producers/bloggers in each section. The list should include:

- The name of the outlet
- The name of the contact
- The title of the contact
- The email address for the contact
- The phone number of the contact
- The list can also include a notes section that lists information about the contact's preference for communicating, what they cover, when you've pitched them, etc.

To access all of this information, go to the publication's website and search "masthead." The masthead lists all of the reporters/editors/producers names and usually their contact information as well. Many publications also have a "Contact Us" section, where you might be able to find more information. If you can't find contact information on the masthead, you can search on:

- LinkedIn
- Twitter (many reporters list their email addresses in their biographies)
- Google (reporters might have their email addresses in their articles/on a personal website)

Media lists should be updated on an ongoing basis, with a review every quarter. The best way to see if contacts are still working at a specific outlet is to see if they still are writing or producing. If you cannot find out this information, call the outlet at their main telephone line and ask.

Titles you should look for are:

- News editor and business editor (breaking news)
- Metro editor for larger regional publications
- Features editor (for long lead stories)
- Individual business, local, education and feature writers (for pitches)

Sample Media List

Newspapers				
Publication	Name	Title	Email	Phone
Your Town News	John Doe	Assistant News Editor	jdoe@yourtownnews.com	(214) 555-5555
Your Town News	Bob Smith	Managing Editor, Digital and Local News	bsmith@yourtownnews.com	(555) 214-5555
Television				
Station	Name	Title	Email	Phone
The Local TV Station	Jane Media	Producer	jmedia@thelocaltvstation.com	(555) 321-1234
Your Town TV	Sally Smith	Producer	ssmith@yourtowntv.com	(444) 555-6666
Radio				
Station	Name	Title	Email	Phone
Main Street Radio	Nancy Joe	Producer	njoe@mainstretradio.com	(222) 111-3333
Campus Media				
Outlet	Name	Title	Email	Phone
Campus Daily	Mike McCarthy	Staff Writer	mmccarthy@campusdaily.com	(333) 444-5555

**Note: The names used for the publications and reporters/producers above are fake and used for example only.

CREATING AN EDITORIAL CALENDAR

What is an Editorial Calendar?

Magazines and newspapers often have calendars of the various topics they will cover in the months ahead which they will include on their webpages. As you plan your media outreach strategy, it is helpful to find editorial calendars and think about how you can pitch news and stories that relate to topics that the publication is going to cover. For instance, if your town's newspaper is profiling local business owners, it may be a good opportunity for you to pitch a story about your business project.

Build Your Own Editorial Calendar

Things to Consider When Building an Editorial Calendar:

1) Key moments in the Enactus year:

- September – October
 - Kicking off your new projects
 - World Cup
- March – April
 - Regional Competitions
- May – July
 - National Competitions/Career Expos

2) Individual publications own editorial calendar:

- Most publications' editorial calendars can be found by searching "name of publication + 2016 editorial calendar" in Google.
- If this does not bring up the information needed, go to the publication's website and search there:
 - Many editorial calendars can be found in the advertising sections of these websites.
 - The editorial calendar might be found in the media kit.

- If this still does not produce the information needed, it's best to call the publication's editorial assistant or other contact and ask where you might be able to find the editorial calendar.

Sample Editorial Calendar

Key Moments in Enactus year				
Event/Occasion	Date	When to pitch	Where to pitch	Notes
World Cup	9/29/16	9/1/16	-Focus on campus media outlets -Notify news desks at local newspapers	-Sarah going to handle -Pitch story around the attendees and the event as a whole
National Competition/Career Expo	2/11/16	1/20/16	-Focus on campus media outlets -Target career services center newsletter -Notify news desks at local newspapers	-Jimmy going to handle -Pitch story around the value of networking and career connections to tie into the expo
Key relevant times during the year to pitch Enactus stories				
Occasion/Season	Dates	When to pitch	What to pitch	Notes
Back to School	8/15/16 – 9/5/16	8/15/16 – 9/5/16	-What students can to do succeed this year -Upcoming projects -Introductory meetings	Mary going to handle
Holiday Season	11/20/16 – 1/1/16	11/20/16 – 12/20/16	-Giving back during the holiday season (tie in	-Focus on campus media outlets and local newspapers/broadcast stations

			current projects) -Any holiday-themed projects or events	-Sarah going to handle
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Individual publication's own editorial calendar

Publication	Deadline	Issue	Opportunity	Notes
Your Town News	9/3/16	9/13/16	Back to School: How can college students prepare for a successful year?	Feature article
Your Town News	11/15/16	11/22/16	Holiday Giving: How can students give back to the community during the holidays this year?	Contact Sally Smith at sally@smith.com
Campus Monthly Magazine	September 2, 2016	September 2016	Student Entrepreneur Q&A	Interviewing student entrepreneurs for their thoughts on the most important study habits and productivity tips
Campus Monthly Magazine	September 2, 2016	October 2016	Collaboration	Seeking to interview students on how they collaborate with others on projects and how this applies to the workplace

PITCHING TO THE MEDIA

What to Do When You Have Hard News

What Constitutes Hard News?

Hard news relates to issues that are of immediate importance to the press. For instance, if your team has just made it to the World Cup or has won some other international competition, you can share this news with the press. If your work relates directly to national news in some way, this can also be framed as hard news. For instance, if your team is partnering with an organization that is getting national attention, this could be considered hard news.

Establishing a Timeline for Outreach

As you undertake your media relations strategy, it is helpful to create a timeline that delineates how you will communicate news to the press. For instance, in advance of launching a business, you need to plan ahead about how you will let the press know. If you are going to issue a press release or news alert, you will need to decide when you will distribute it, being careful to do so at an optimal time. It is wise not to release information before the weekend or a holiday, when reporters are not working.

Ways to Share the News: Press Releases and Media Alerts

Press Releases

What is a press release?

- A press release is an announcement issued to the news media and other targeted publication for the purpose of communicating a significant development within your organization
- When writing a press release, your team should frame the story like your ideal news coverage, keeping in mind that it should remain impartial, except within quotes from Enactus spokespeople

- Your goal is to give journalists and producers all the details of an announcement in the most efficient and concise terms, while remaining on message
- If publications do not have the time to write the story themselves, they sometimes run the release as it is

How should it be written?

- Press releases should be written using the 5 “w’s” of the story:
 - **Who** (who is announcing the news)
 - **What** (what news are they announcing)
 - **When** (when are they announcing it, or when does the event or occasion take place)
 - **Where** (where is the event or occasion taking place, or where does this story affect its readers)
 - **Why** (why is this news/story important)
- Press releases should be written using the **inverted pyramid style of writing**:
 - The most important information goes first so that if the reader stops reading halfway through the piece, they will still have learned the most important aspects of the story
 - The who, what, when, where and why should go first, followed by less important, but still crucial information to the story



Rules for sending a press release

- Send in an email body; do not attach to the email
- Include brief (2-3 sentences) note in the email body about the announcement, and paste the release below your signature
- Don't pitch multiple reporters in the same department/at the same publication
- Pitch individual reporters; do not mass blast in one email
- Personalize the email to the reporter; tailor the email to their specific beat
- Make sure that you use the preferred style guide of the publication you are sending things to. Also, make sure that there are no mistakes. These things ensure that if they need something to just drop in to the publication due to time restrictions, they can use your press release.

Lead times for a press release

- **3 weeks before:** Start writing the press release
- **2 weeks before:** Edit the release, finalize
- **1 week before:** Plan strategy for outreach to reporters
- **Day before:** Make sure strategy and plan is set in place, upload the release for distribution the next day
- **Day of:** Distribute the release in the morning so that journalists and producers see it as soon as they get in. If the release is for an event, it should go out the morning of the event
- **Day after:** If the release was for an event, send an event recap no later than 24 hours after the event with all important details including announcements made and any relevant photos



Sample Press Release – Template

(HEADER INCLUDING ADDRESS AND IDENTIFYING INFORMATION)

Example:

Enactus (Your University)

500 Main Street

Your Town, USA 55555

(date)

FOR IMMEDIATE RELEASE

Contact Person:

Contact Email:

Contact Phone:

HEADLINE: Example: Enactus (Your University) Finalists in Enactus World Cup

Sub headline: Example: Students Will Attend the Competition Finals and Award Ceremony at Enactus World Cup in Toronto, Canada

City/Country of Origin - Example: (Your Town), USA - This is a summary of the event. Be sure to use active verbs and descriptive terms to engage the reader. Provide who, what, when, where and why in this paragraph. This ensures that if the first paragraph is the only paragraph read, the reader is informed about the initiative and event details.

2nd paragraph – Use this paragraph to expand on the event. Include additional information: explain why the event is important, additional details about the location and time, what the project means to the community, etc.

3rd paragraph - Include a quote from a team member or Enactus executive regarding the event or initiative. This should bring an emotional appeal into the press release, rather than stating just facts.



Other paragraphs (2 – 3) - Use remaining paragraphs to expand on both Enactus as an organization and additional information about the event. Feel free to highlight the organization's work in the community and the desire to attract new members.

Boilerplate (4-5 sentences) – Use to explain Enactus as an organization. You should describe what Enactus does overall, how it benefits both students and the community, and any other relevant facts that a reporter should know about. Here is an example below:

Standard boilerplate:

About Enactus (Your University)

Enactus (Your University) is a part of the Enactus Network. Enactus is an international organization dedicated to inspiring students to improve the world through entrepreneurial action. The organization provides a platform for 70,000+ university students on 1,700+ campuses in 36 countries to collaborate with business and academic leaders in the development of projects that help transform challenges and ideas into sustainable solutions. To learn more about the overall organization, visit www.enactus.org Enactus (Your University) focuses their efforts in the (Your Town) community and was founded in xxxx.

###

(This mark indicates the end of the release)



Sample Press Release

Example:
Enactus (Your University)
500 Main Street
Your Town, USA 55555

September 10, 2016

FOR IMMEDIATE RELEASE

Contact Person: Joe Smith

Contact Email: jsmith@yourtowncollege.edu

Contact Phone: (555) 555-5555

Enactus (Your University) Finalists in Enactus World Cup

Students Will Attend the Competition Finals and Award Ceremony at Enactus World Cup in Toronto, Canada

YOUR TOWN, USA – Enactus (Your University), a member of the international nonprofit organization Enactus, today announced its status as a finalist in the Enactus World Cup, a gathering of the top-performing teams from around the globe to showcase the community enrichment projects they completed in 2016. Enactus (Your University) will serve as the finalist from the United States, and will compete with 36 other Enactus teams from around the world.

The 43-member Enactus (Your University) team will attend the competition finals and award ceremony in Toronto, Canada on September 28 through September 30. Four members of the team will present their work in helping poorly-funded art organizations in and around the (Your Town) community raise money and awareness through selling pieces of art made out of recycled materials.

“We are honored to represent Enactus United States in the Enactus World Cup and cannot wait to meet other students and business professionals in Cancun this fall,” said Joe Smith, Enactus (Your University) President. “We’ve had a great year and are excited to share the story of our project helping the (Your Town) art community.”

This will mark as the first time that Enactus (Your University) has been chosen as a finalist in the World Cup after having won the Enactus United States’ national competition. The World Cup includes receptions and information sessions that allow students to network with the companies sponsoring the event.



For more information, visit www.enactus.org/worldcup.

About Enactus (Your University)

Enactus (Your University) is a part of the Enactus Network. Enactus is an international organization dedicated to inspiring students to improve the world through entrepreneurial action. The organization provides a platform for 70,000+ university students on 1,700+ campuses in 36 countries to collaborate with business and academic leaders in the development of projects that help transform challenges and ideas into sustainable solutions. To learn more about the overall organization, visit www.enactus.org Enactus (Your University) focuses their efforts in the (Your Town) community and was founded in xxxx.

Enactus (Your University) focuses their efforts in the (Your Town) community and was founded in 1998.

###

Media Alerts

What is a media alert?

- A media alert is similar to a press release, but while a press release is framed as a narrative that conveys all the details of a story, a media alert is much more succinct, alerting the media to the factual details of the news or the event.
- Media alerts may serve as an FYI to reporters in advance of a pending press release.
- It is important not to overuse media alerts or press releases as doing so can blunt their impact.

Rules for sending a media alert

- Media alerts can be sent anywhere between one month before an event to two weeks before the official release or event takes place.
- Send in an email body; do not attach to the email.
- Do not pitch multiple reporters in the same department/at the same publication
- Pitch individual reporters; do not mass blast in one email
- Personalize the email to the reporter; tailor the email to their specific beat



Sample Media Alert - Template

(HEADER INCLUDING ADDRESS AND IDENTIFYING INFORMATION)

Example:

Enactus (Your University)

500 Main Street

Your Town, USA 55555

(date)

MEDIA ALERT

Contact Person:

Contact Email:

Contact Phone:

MEDIA ALERT: Headline

Sub headline

WHO:

Who is involved in the event.

WHAT:

Describe what the event is.

WHEN:

The date and time of the event.

WHERE:

The location of the event. Make sure to put the address of the building/location and any specific rooms within the building.

WHY:

Explain why the event is important in 2-3 sentences maximum.

Boilerplate:



Use to explain Enactus as an organization.

Standard boilerplate:

Enactus (Your University) is a part of the Enactus Network. Enactus is an international organization dedicated to inspiring students to improve the world through entrepreneurial action. The organization provides a platform for 70,000+ university students on 1,700+ campuses in 36 countries to collaborate with business and academic leaders in the development of projects that help transform challenges and ideas into sustainable solutions. To learn more about the overall organization, visit www.enactus.org Enactus (Your University) focuses their efforts in the (Your Town) community and was founded in xxxx.

###

(This mark indicates the end of the alert)

Pitching Overview

The key to a successful email pitch is incorporating just enough details to entice the reporter or producer to want to cover the story. If the pitch is around a new project, it should concisely describe what the project is, who it helps and how it helps the community. If the pitch is around an event, concentrate on the significance of the event rather than the logistics, which should be well covered in the press release or media alert.

Writing a pitch

- Pitches should be no longer than two paragraphs
 - Reporters don't want to have to read a book to get to the point of the story
- Include a personal salutation using the reporter's name at the top and close with a formal signature
- Always link to content if you can
 - For example, link to your team's website or an event landing page
 - Link to photos, documents, etc.

How to send a pitch

- You should send pitches to individual reporters, not mass blast
 - Never blanket email or bcc: reporters
- You should personalize the pitch for every individual reporter based on their beat or their recent coverage
 - Tie in your pitch/story to their interests/what their readers would be interested in, and a timely event

Proactive pitch vs. press release

Press release:

- The pitch should simply note the important details in the release, but not much more than that
- These pitches should be around two to three sentences

Proactive pitch:

- Pitch around an idea or market trend
- Proactive pitches stand-alone (a press release does not accompany them)
- For example, how a team is giving back during the holiday season, or how students can prepare for a successful year during the back to school season
- Include Enactus in the discussion
- Proactive pitches can be longer than two to three sentences, but should be no longer than two paragraphs

Sample Proactive Pitch

Subject: Prepping for Back to School: What Students Can Do to Have a Successful Year

Hi XXX,

As the school year begins, students around the world are setting goals and objectives for themselves to have a successful semester and year. This can become extremely overwhelming; but there are ways to overcome this anxiety and push forward.

Enactus (Your University) president, Joe Smith, says students should be focusing on the activities and experiences that will add to their resume and prep them for the “real world”, such as volunteering, internships and study abroad.

For example, Enactus gives students the opportunity to practice business skills while doing entrepreneurial action and inspires the entrepreneurial spirit among its members.

Joe can offer a variety of tips for students going back to school this fall. Would you be interested in speaking with him?

Best,

XXX

Sample Email Pitch

Subject: Student social good organization transforms oyster shells into fertilizer for the community

Hi XXX,

I wanted to alert you to news released today about an upcoming project from the (Your University) Enactus team. The organization will be working with members of the community to collect oyster shells and manufacturing them to make fertilizer for the community.

This initiative will begin on [DATE] and will help members of [X] community. Students will be traveling to [X] location to manufacture the fertilizer.

Please see the release below for more information. If you're interested in speaking with Joe Smith, Enactus (Your University) president, I'd be happy to coordinate a briefing. Please let me know.

Best,

XXX

Script for Phone Pitch

If a reporter or producer has not returned your email within 24 hours, it's best to give them a call, unless you have found in your research that they have stated otherwise. Below is a script you should follow when calling a reporter on the phone:

Enactus: Hi X, this is X calling from Enactus (Your University). How are you?

Reporter: Fine, thanks.

Enactus: Good! If you're not on deadline, I'd love to share with you a new initiative developed by Enactus (Your University).

Reporter:

Sure.

I am on deadline, can I get back you? (In this case, oblige and follow up a couple of days afterwards, or reach out via email).

Enactus:

Great! I wanted to see if you were interested in attending our event/speaking to our president about a new initiative (For this example, we will use an initiative). We are launching a new project where we are going to work with the community to collect oyster shells and manufacture them into fertilizer.

Reporter:

Wow, that's really interesting. I'd love to speak with a member of the team about this project. What's your availability?

No thank you, not right now (In this case, thank them for their time and ask if it's alright to reach out in the future for other announcements).

Enactus:

[Spokesperson] from Enactus (Your University) is available during the following times (Have a list of available times with you).

The key to phone pitching is being respectful of a reporter's deadline and to **sell** the story. Make sure to be prepared to answer tough questions and to provide your availability, as well as the location of the meeting or event.

What to Do When You Do Not Have Hard News

During slow periods, when you don't have news to entice reporters, there are still ways to build relationships and secure coverage in the media. Here are some ways to do so:

- **Hijack the News:** Pay close attention to what is happening in the media and engage reporters when they are discussing an issue that is relevant to you and your work. For instance, if there is a big story about unemployment among Millennials, this would be a good opportunity for you to connect with reporters and let them know how your project is approaching this problem.
- **Pitch Momentum:** Follow up with reporters you have worked with in the past and let them know of the latest news and developments with your project.
- **Introductory Briefings:** Throughout the year, you can also reach out to reporters for relationship-building meetings, where you can introduce them to your work. You can drop them a line about what your Enactus project is all about and let them know you'd like to tell them more about it over the phone or in person. Later, when you do have hard news, they may be more inclined to cover it because they are familiar with you.

INTERVIEWS

Identifying the Right Spokespeople for Media Interviews

Speaking to the press takes practice. While everybody can develop the skills to speak confidently and articulately to the media, there may be members of your team who might be more suited to public interviews than others. As you identify spokespeople, you should select leaders within your organization who understand your projects inside and out so that they are able to respond to specific questions from reporters. People you might consider tapping as spokespeople include your team president, academic advisors, local business partners or team members with excellent presentation skills. Whomever you choose, you want to select spokespeople who will talk about Enactus with enthusiasm and energy.

An interview is a performance, one that involves preparation. The people who represent Enactus to the media should take the time to rehearse and they should also be able to speak authoritatively and convey key messages, even when reporters present unexpected questions.

What to Wear During an Interview:

In general, you'll want to dress professionally, especially for TV interviews. This means the following:

For men:

- A dress shirt (button-down), khaki or black pants with dress socks and dress shoes
- Consider wearing a tie

For women:

- A skirt or pants with a blouse or a dress

General Tips:

- Solid colors are better than plaids or stripes (can be distracting on camera/to the reporter)
- Avoid white and black (except for black pants)
- Avoid bright colors
- Avoid shiny jewelry
- Use a suitable amount of makeup
- Brush your teeth and check for any food specs



“On the Record”

Technically, anything you say during an interview is considered “on the record” and the reporter has the right to publish anything and everything you’ve said. It’s important to note this, and to be careful with what you divulge to the press. A good rule of thumb is that if you don’t want something to appear in print, don’t say it.

Also, be careful when a reporter phrases a statement as a question seeking a yes or no answer. Answering yes in response can be viewed as an endorsement of that statement.

Example Question: “Is our local government’s response to homelessness inadequate?”

If you said yes, the reporter could go on to say that the Enactus team is unhappy with the local government. Instead, answer with a positive statement like, “To combat the homelessness in our area, our Enactus team hopes to supplement the existing efforts of the local government with our project. We know that the community will benefit from everyone working toward the same goal.”

How to Practice and Prepare for Interviews

Spokespeople should prepare for interviews by going through their messaging points. It is also important to research the publication and the reporter before the interview. By thinking about what the reporter has written about in the past, you can present material that is tailored to his or her areas of interest and expertise, thereby increasing the chances of becoming a valuable source to him or her.

When practicing for interviews, you should:

- Rehearse what you’re going to say, but be wary of sounding robotic or simply regurgitating information – it’s important to sound natural
 - Reporters want to talk to someone with a good personality
 - Reporters will ask follow up questions – it’s important to be articulate and quick on your feet
- Have answers to tough questions and practice these answers with a friend
- Rehearse the elevator pitch (in the “Messaging” section)



If more than one of you will be in the interview together, be sure to prepare together. Practice with someone who will not be interviewed to make sure you can all answer questions in an interesting, seemingly-unrehearsed way.

Don't let anyone represent your Enactus team without practicing!

Bridging During Interviews:

Sometimes reporters will ask questions about something that is unfavorable or unpleasant. "Bridging" is a method that spokespeople can use to deal with these types of questions.

In order for bridging to work successfully, it is important to find your "islands." Islands are groups of messages that you can bridge to. Creating islands requires intense preparation.

You can usually successfully bridge with two words: "however" or "but." You must answer the original question first before going to an island. A few examples:

- Yes, we have had a tough semester, **but** we have a lot of new projects in the pipeline for next semester.
- It's true that we've had some change of leadership, **however**, we have a new strategic plan set in place for the new year.

Bridge from island to island during the process. Once you have bridged to your islands, don't go back and mention the unpleasant topic again.

Sample Briefing Document

Daily News (Name of Publication/Media Outlet)

Sally Smith, Reporter (Name of reporter, title)

Email: sally@smith.com

Twitter: @sallysmith

Phone Number: 555-555-5555



If you can find one, it's helpful to have a picture of the reporter, so you can envision to whom you'll be speaking.

Enactus spokesperson: Suzy Jones, President of the (Your University) Enactus team (In a student briefing, this would likely be the president or someone on the executive board. Your team's faculty advisor might also serve as the spokesperson)

Staffers: Names of students who will be staffing the event.

Meeting time: Friday, October 11, 2016. 2:30pm CT/3:30pm ET.

Location of interview/briefing: Ex: Student Center

Background: (In this section, provide notes on the background of the interaction between the team- and this particular publication or reporter)

- We reached out to Sally in advance of the Enactus World Cup with an invite to attend. Although she had to decline, Sally was interested in learning more about Enactus as an organization and the World Cup. She recently started writing about nonprofit organizations.

Talking Points: (In this section, provide notes on the messaging for the interview and answers to questions that the reporter will likely ask. This section should provide the key issues to be addressed during the briefing/interview)

Introduction to Enactus:

- Enactus is an international organization that brings together a network of student, academic and business leaders who are committed to enabling progress through entrepreneurial action.
- We operate by establishing programs on university campuses around the world, which provide a platform for teams of students to develop innovative, entrepreneurial-based



projects that (make a positive social impact and) empower people to improve their lives in a sustainable way.

Key Statistics

- Active in 36 countries
- 1,710+ University partners
- 69,000+ Student entrepreneurs
- 7,000,000+ hours volunteered
- **Come prepared with 1-2 short examples of the best projects, (Numbers as of 8/31/2015)

Key Talking Points

Provide a cheat sheet of notes to address key points that the reporter is likely to cover.

Personal Profile: (Biography of the reporter or producer, if you can access this information)

Sally Smith is a reporter at Daily News. She recently wrote for Business Insider, Entrepreneur, The New York Times and a number of smaller publications.

She graduated from Boston University with a degree in journalism.

Organizational Profile: (About the publication or media outlet)

Daily News is a daily newspaper located in (Your Town). It's business section features original articles on finance, industry, investing, and marketing topics. Daily News also reports on related subjects such as technology, communications, science, and law. Dailynews.com receives 2,000 unique visitors per month.

Recent articles by Sally: (This section should include recent articles or segments by the reporter or producer, and should also include relevant articles that relate to the topic of the interview. This gives the spokesperson a sense of what the reporter has written about or been interested in recently, and helps them prepare for the interview)

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Sample Briefing Document – Template

Publication

Name of Reporter, Title

[photo]

Email:

Twitter:

Enactus Spokesperson:

Staffers:

Meeting Time:

Location of interview/briefing:

Background:

Talking Points:

Personal Profile:

Organizational Profile:

Recent articles by Reporter:

Headline

Date

Link to article

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SOCIAL MEDIA

Use Social Media to Keep the Story Going

Congratulations! You've secured a piece of coverage! Now, the goal is to make sure that the article receives as much traction as possible. One way to do this is to share the story widely across your social channels and to encourage those within your network to share it as well. Here are social media outlets that you should consider using as an organization:

- Facebook
- Twitter
- Pinterest
- Flickr
- Tumblr/WordPress Blog
- Other social networks that are specific to your country or region

For your social outreach to be effective, you should invest in growing your social network and posting regularly on your social channels. It is a good idea to make one Enactus member the social media manager, making him or her responsible for all your team's posts on social channels. This will provide him or her with valuable experience in corporate communications and will also ensure that you have one person consistently distributing content and growing your base of followers.

Use Social Media to Tell Your Story

You don't have to wait until there is a big story to tell to share it on social media. Everything your team does – everything the organization does is a reason to post on social media. As we all know, the more you post, the more people will see your post and thus the more people will be exposed to the good your team is doing for the world.

Share what your team is up to and encourage discussion among your friend networks. A good place to start is by posting about your team's initiatives and installations. This is a great way to initiate a discussion about the opportunities that surround us. Have you shared the videos narrated by some of our sponsor CEOs? What about the new campaign video?



Social media has the advantage of reaching an expansive audience. What's more, content is highly shareable, which aids in generating awareness and prompting discussion. This is also a great medium to use to connect with other Enactus teams around the world.

You should also be mindful of who else on campus might want to pick up your posts. In order to get the word out – think about assigning a schedule to your team to post things on their personal social media accounts.

Even the smallest things like a new pizza place you try out for your meetings should be documented – anything that draws your team to the community.

Empower a team member to know everything about social

Even though Facebook may seem like old news these days, the world of social media is constantly changing and it is critical to maintain an understanding of when and what is happening in that world.

It would seem ideal to maintain an officer on the team that is exclusively responsible for understanding social media trends. They will be able to then inform the team about what, how and when to reach the largest audience through the newest forms of social media. This is information that is pertinent and important to continuing to get the word out in the most efficient way possible.

WRAP UP

Archive all your hard work

Your team has worked hard to generate lots of local press. Be sure to keep an archive of all this great publicity so future Enactus team members can carry on your legacy. Plus, the coverage can be helpful on reinforcing your team's impact on the campus and the community.

Good Luck!