



# **TAKE DOWN TOBACCO**

## **NATIONAL DAY OF ACTION**



**MEDIA TOOLKIT FOR EVENT ORGANIZERS**  
**3.18.2020**

## Promoting Your Event to Media

### *Why should you promote your event to media?*

Media coverage can supercharge and amplify your event. Just think: if you have a rally at your state capital with 50 people, then 50 people hear your message. But if you have a rally and alert local media, your message could be heard by thousands of people. Media coverage also adds an extra layer of credibility that helps solidify your message.

Media coverage can:

- **Publicize** your event beforehand, so more people will be there to support it.
- **Educate** others about the importance of tobacco-control and youth advocacy.
- **Inspire** more people to follow your lead and get involved in taking on tobacco companies.
- **Attract** the attention of public officials who determine tobacco-control policies.

In this document, you will find instructions and templates to help you conduct your own media outreach. You can either invite a reporter to attend your event, send info and materials about your event to a local newspaper, or offer your personal perspective and opinion through a letter to the editor.

At the end of this document is a standard consent form for minors, in case parental permission is required by the sponsoring organization. It is also possible for a reporter to attend your event and only interview adult advocates. If this is what you prefer, just express this to the reporter and they will understand.

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# Media Advisory Overview

## ***What is a media advisory?***

A media advisory invites reporters to attend your Take Down Tobacco National Day of Action event. Media advisories are short and provide the 5 Ws: who, what, when, where and why.

## ***Who do I send the media advisory to?***

Different types of media outlets may attend or cover your event, including:

- Newspapers
  - Call or go to your local newspaper's website to see who writes about education, health and/or your specific community. Many newspapers also have a general newsdesk (e.g. newsroom@wxyz.com). If your event has captivating visuals, you can suggest they send a photographer, or contact the photographer/editor of photography yourself. You can also offer to take and send a photo if a reporter and/or photographer is not able to attend.
- Television stations
  - Contact the assignment team or news desk at your local news station(s). If there is a health or education reporter at your local news station, send to them as well!
- Radio stations
  - Call your local radio stations and let them know what's going on! Some radio stations have a news director, but you can also call and speak with the on-air host.

## ***How do I convince a reporter to attend my event?***

Your goal is to make the event sound interesting, newsworthy and easy for reporters to quickly figure out the details. There are a few ways to do this:

- Highlight the cause!
  - Take Down Tobacco National Day of Action is a grassroots movement that features thousands of events across the country. This national movement of communities speaking out about against the tobacco industry captures a reporter's attention, but your event takes it one step further by giving the reporter and opportunity to make the story relevant to your hometown.
- Explain why your event is unique
  - Are you marching on city hall? Are you demonstrating at a local elementary or high school? Do you have a compelling story to share about why you're taking down tobacco? Explain why your event is worth witnessing in person.
- Triple check the details
  - It is very important to provide a reporter with accurate information about your event, including date, time and place.

## Media Advisory Template

[Provide a few sentences describing the context of what you are doing and why.]

The Take Down Tobacco National Day of Action is a day of activism where communities across the globe host events, activities and rallies to fight back against the tobacco through events, rallies and activities.

**Who:** [NAME OF YOUR GROUP/SCHOOL]

**What:** [BRIEF DESCRIPTION OF EVENT]

**When:** [DAY OF WEEK], [DATE], [TIME]

**Where:** [LOCATION + ADDRESS + CITY, STATE ZIP]

**Website:** [takedowntobacco.org](http://takedowntobacco.org)

**Social Hashtag:** #TakeDownTobacco

### ←

### Optional: Website and Hashtag

In most other cases, you don't need to include these. But it's helpful to reporters who want to learn more about this day.

### What's this?

The ### symbol is media language for the end of a press document.

For more information about the event, contact [NAME] at [CELL PHONE NUMBER] or [EMAIL].

## Sample Media Advisory

**Subject: Argyle High School students host 'Take Down Tobacco National Day of Action' event on 3/18**

On March 18th, Tobacco-Free Argyle (46 students from Argyle High School) invites community members to contribute to the Take Down Tobacco Power Wall where people can share their personal reason to take down tobacco. There will be several additional activities planned for our Take Down Tobacco National Day of Action event where people can learn more facts, and find out how the tobacco industry is targeting young people in 2020.

Take Down Tobacco National Day of Action, a Campaign for Tobacco-Free Kids event, is an annual day of activism where communities across the globe rally to push for the first tobacco-free generation.

**Who:** Tobacco-Free Argyle (46 students from Argyle High School)

**What:** Visual "I #TakeDownTobacco because..." community wall on front lawn

**When:** Wednesday, March 18, 2020, 12:00 – 3:00 PM ET

**Where:** Argyle High School, 1000 Argyle Lane, Argyle State

**Website:** [takedowntobacco.org](http://takedowntobacco.org)

**Social Hashtag:** #TakeDownTobacco ←

###

### Can I do my own hashtag?

You're welcome to put your own hashtag too, but please always keep this hashtag on reporter materials so they know where to keep up with Take Down Tobacco!

For more information about this event, contact Jane Doe at 555-555-5555 or [jane@gmail.com](mailto:jane@gmail.com). Please let us know if you plan to attend

## Letter to the Editor *Overview*

### ***What is a letter to the editor?***

A letter to the editor is sent from a reader to a newspaper for publication, and expresses an opinion about a timely topic that is important to the reader.

### ***Why should I write a letter to the editor?***

The opinion pages of newspapers are widely read—especially by policymakers and local officials, who read them for clues about issues of concern in the community. Writing a letter to the editor can be a useful way to share your knowledge about tobacco control issues with the local community and its leaders.

They can also either promote your event beforehand, or highlight its success afterwards. In addition to hosting your Take Down Tobacco National Day of Action event, writing letters to the editor is fairly simple and an effective way to be a voice for tobacco control in your community.

### ***How do I write submit a letter to the editor?***

Check your local newspaper's print guidelines either on the paper's website or the editorial page of the print version for information about submitting a letter to the editor. The maximum word count is typically between 200 and 300 words. Some newspapers have an online submission form that you can use, or you can send it directly to an opinion editor via email.

Small-circulation newspapers print many of the letters they receive. It is more challenging to get a letter printed in a major metropolitan newspaper.

## Letter to the Editor *Template*

To the Editor:

**Lede/Opening** [State your reason for writing here.]

**State your case** [State your case here. Include facts, references, or research here to establish credibility.]

**Call to action** [Include a call to action, asking readers to follow up with some activity, such as joining in calling on policymakers to address the issue.]

**Closing** [End with a strong, positive statement in support of your case.]

Sincerely,  
[Name of Writer]  
[Writer's Title/Role]  
[Writer's Organization]

## Sample Letter to the Editor

### **Letter: 'Take Down Tobacco National Day of Action' will combat youth tobacco use**

To the Editor:

According to the CDC, 6.2 million students in the U.S. currently use a tobacco product, including nearly a third of all high school students. At Argyle High School, it's really easy to see how we got here: flavored e-cigarettes.

Whether it's the bus to school, the parking lot, the classroom, or the bathroom, e-cigarettes are practically everywhere. Even if you can avoid it in school, it's impossible to avoid the Juul ads and the rows of Puff Bars when you just want to get a bag of chips from the corner store on your way home.

On March 18, 46 kids from Argyle High School are participating in the Take Down Tobacco National Day of Action to say enough. Everything from the marketing to the flavors to the design is tailored to target and addict kids, and we're rallying to fight back in unison with more than a thousand other communities across the U.S.

We have several activities planned to demonstrate how the tobacco industry is targeting our generation, and we encourage our neighbors to come contribute to our community wall where people can share their personal reasons to take down tobacco (alternatively, people can share their reason on social media with "I #TakeDownTobacco because...").

We won't let the tobacco industry succeed in addicting our generation, and we'll fight every step of the way to prevent them targeting the next one. We hope that our community and elected leaders stand with us.

Sincerely,

Tobacco-Free Argyle  
Argyle High School

**CONSENT TO PHOTOGRAPH, FILM, OR VIDEOTAPE A STUDENT OR MINOR**

**Name of Youth Advocate:** \_\_\_\_\_

**School/Organization:** \_\_\_\_\_

I hereby consent to the participation in interviews, the use of quotes, and the taking of photographs, movies or video tapes of the Youth Advocate named above by:

\_\_\_\_\_

I also grant to the right to edit, use, and reuse said products for nonprofit purposes including use in print, on the internet, and all other forms of media. I also hereby release the \_\_\_\_\_ and its agents and employees from all claims, demands, and liabilities whatsoever in connection with the above.

Signature of Parent/Guardian (if Youth Advocate is under 18):

\_\_\_\_\_

Date: \_\_\_\_\_

**OR**

Signature of Student (if 18 or over): \_\_\_\_\_

Date: \_\_\_\_\_