Engaging with PR and Media
September 9-17, 2017

driveelectricweek.com
Engaging with PR and Media

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Securing Earned Media

What makes your event unique?
- Linked to something hot in the news? A great visual, lots of public interest, a local leader. Think: if I were a reader, would I click + share?

Local Influencers
- Involve elected officials, celebrities, community leaders

Local Landscape
- Convey impact with new charging stations, display city fleets, announce city proclamation

Compelling local stories
- Aim for stories that dispel myths and reach new demographics
Compelling Media Coverage

✓ Branding  ✓ Diversity
✓ Packed House  ✓ Ceremony
✓ Engaged Crowd  ✓ Entertainment

DRIVEELECTRICWEEK.ORG  September 9-17, 2017
Rules of Engagement

- Local reporters / bloggers / editors
- Notice beats: environment, auto, community?
- Copy text, then format
- Clear, concise subject line with event date
- Email individually or BCC, don’t CC
- Avoid Exclamation marks !!!!
Rules of Engagement

- Short and simple
- Eye - catching
- Pyramid style = important things first
- Email FIRST, wait. Phone SECOND
What am I going to say?

**Messaging:**

- ✅ KISS: Keep it Simple, Stupid! (at least for TV)
- ✅ Start with your strongest statement
- ✅ Be passionate and positive about solutions
- ✅ Practice in advance
Assemble your team

Decide who will ...

- Introduce officials + speakers
- Accept the proclamation, cut ribbon; etc
- Take hi-res photos
- Live tweet and post on social media
Timeline for Media Outreach

4 - 6 weeks → calendar announcement
3 - 4 weeks → save the date advisory
1 - 2 weeks → updated media advisory
1 - 2 days → media reminder, pitch call
You’re Not Alone!

Sierra Club will send City Captains **media contacts** for your state **8-10 weeks** prior to event
Media Alerts

[Media Alert]

[DATE of sending advisory to reporters, about two weeks, then 3 days before event]

[NAME, EMAIL, XXXXXX]

[CITY/REGION] Takes Part in National Drive Electric Week with [EVENT]

WHAT: [Thousands, Hundreds or dozens] of [City/Region] electric vehicle drivers and enthusiasts will [describe key visuals or components of local event, e.g., parade along Main Street, ride and drive, electric vehicle demonstrations, electric school, total of miles driven (to highlight the health benefits and cost savings of electric cars during the week of [Sales]). This event is part of the 5th annual National Drive Electric Week.]

[Insert further brief description of event. E.g., Plug-in vehicles by Nissan, GM, Mitsubishi, Toyota, Fiat Chrysler and other automakers will be available for test drives, and EV chargers and products will be on display.][Banners and public transportation ad 30 feet x 20, [City/Region] event is one of more than 100 across the country where electric vehicle owners and their neighbors will hold electric car parades, "tailgate-free" headphone parties, recognition of leaders promoting EVs, launches of new public EV charging stations and other public events.]

WHEN: [Day of week], September 9-17, 2017

WHERE: [Detailed description of where the event is taking place]

VISUALS: [Describe key visuals or components of local event, e.g., parade, ride and drive, electric school, display of total # of miles driven (to highlight the health benefits and cost savings of electric cars during the week of [Sales]).]

WHO: [Name and title of spokesperson, people attending event.]

FOR NEWS ORGANIZING LOCAL EVENT: If organizing the 5th annual event, [Local sponsors and local organizations and partners].

For a complete list of National Drive Electric Week events, visit: https://driveelectricweek.org/
Day of Event - Media

★ ID spokespeople ahead of time
★ Confirm interview avail on site
★ Confirm **setting/spot** for interviews
★ Offer guided tours
★ Reminder: release waivers
★ Provide hi-res photos / videos
★ Press release + thank attending media
Press Release

For Immediate Release
September XX, 2017

Contact: [NAME], [EMAIL], [PHONE]

Benefits of Driving Plug-In Electric Vehicles Celebrated at [CITY/REGION]'s National Drive Electric Week Event

[State/Region] -- Plug-in electric vehicle drivers, supporters, and interested local residents all attended [local event description] today to highlight the cleaner benefits, cost savings, and fun provided by electric cars, as part of the annual National Drive Electric Week.

[Paragraph description of local events including key visuals, important speakers/attire, etc.]

"A switch to electric vehicles frees Americans from the gas pump and reduces air pollution, plus these cars are incredibly fun, efficient and convenient to drive," said [NAME], [TITLE OF LOCAL ORGANIZATION], "The [City/Region] Drive Electric Week event showed our community how real people are enjoying these cars without the need for oil!"

[CITY/REGION]'s event is one of more than X across the country where electric vehicle owners, government and community leaders are holding electric car parades, "tailgate" parties, ride-and-drives, and other public events.

[Quote from event sponsor or notable person attending the event, e.g., public health official talking about decreased smog, local air pollution, auto company spokesperson highlighting what EU6 means for economic growth]

[Logo] National Drive Electric Week

[Logo] Electric Auto Association
Letters & OpEds

✅ NDEW website + contact info
✅ Unique content + personal testimonials
✅ Positive + action focused

Letters to Editor

< 200 words
1 - 2 week lead time

OpEds

< 700 words
1 - 2 week lead time
What if: Media Doesn’t Show?

• Take lots of photos
• Upload high resolution files to an online album
• Send photos, release and quotes from the day to your media list for online stories
• Be your own media outlet! Post photos, video, blog post to your own social media channels and website
Social Media + Earned Media

DriveElectricWeek.org

Facebook / Twitter: @NatDriveElecWk

Instagram:

@NationalDriveElectricWeek

#NDEW2017 #DriveElectric
DEMOGRAPHICS
- even age distribution
- serves as home base
- younger people leaving

FREQUENCY
- 2 - 3 posts day
- use images + videos

FEATURES
- live video streaming
- photo tagging (unlimited)

BONUS
- event promotion
- can tag sponsors, public figures
DEMOGRAPHICS
- 50% users **under 34 years old**
- majority are **college-educated**

FREQUENCY
- no limit
- **quality** over quantity

FEATURES
- live video
- photo tagging (**10 max**) 
- hashtags (**#**) widen audience

BONUS
- used by **reporters** + **policymakers**
DEMOGRAPHICS
- less than 13% are 34 + yrs
- used by women, POC

FREQUENCY
- no limit
- unlimited hashtags #

FEATURES
- short videos
- photo tagging (10 max)
- hashtags (#) widen audience

BONUS
- download Hyperlapse + Boomerang to create short / compelling videos
POSTING
- Look for iconic visual moments
- Experiment with live video
- More frequent is fine for Twitter, avoid blasting on FB and IG

TARGETING
- Look up VIPs’ handles and pages in advance so you can tag and @mention with your content

BOOSTING
- If you have the budget, boost FB posts and tweets to potential supporters outside your following or to your own followers

TRACKING
- Monitor engagement (likes, shares, retweets, comments) and share with us!
- Use hashtags for all content so we can track
Q & A

Email mkcampbell@pluginamerica.org or mary.lunetta@sierraclub.org
THANK YOU!

We look forward to working with you to make 2017 the best NDEW yet!