Securing Earned Media

What makes your event unique?

• Think: *if I were a reader, would I click + share?*

Work with Local Influencers

• Involve public officials, celebrities, organizations + community leaders.

Amplify State + Local Efforts

• Ribbon-cutting new charging stations, display city fleets, city proclamations, new policies or VW settlement plans in electric buses / charging stations

Share Compelling Local Stories

• Dispel myths, show human impact, reach new + diverse demographics.
Compelling Media Coverage

- ✔ Branding
- ✔ Packed House
- ✔ Engaged Crowd
- ✔ Diversity
- ✔ Ceremony
- ✔ Entertainment

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September 8-16, 2018
Rules of Engagement

- Local reporters / bloggers / editors
- Clear, concise subject line with event date
- Email individually or BCC, **do not CC**
- Format emails
- Avoid Exclamation marks !!!!
Rules of Engagement

- Short and simple
- Eye-catching
- Pyramid style = important things first
- Email FIRST, 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 public officials + speakers
- Accept the proclamation, cut ribbon; etc
- Take *hi-res* photos
- Live tweet, live stream and post on social media

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Timeline for Media Outreach

- 4 weeks: calendar announcement
- 1 week: media advisory
- 1 - 2 days: media reminder, pitch call
- Day of: call news desks, send press release

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You’re Not Alone!

Sierra Club will send City Captains specific media contacts for your state 

1-2 weeks prior to event

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Media Alerts

● Who
● What
● When
● Where
● Visuals

[You can add local groups and logos here]

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

Contact: [NAME] [EMAIL] [PHONE]

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

WHAT: [Thousands, hundreds or dozens] of [Col/Region] electric vehicle drivers and enthusiasts will [describe key activities or components of event, e.g. parade, ride-and-drive, electricity officials, proclamations, celebrity speakers, total # of miles driven or tiers by participants]. To highlight the clean air benefits and cost savings of electric cars during the week of [State]. The event is part of the [national] Drive Electric Week.

[Ride-and-drive/a brief description of event, e.g. "Plug-in Vehicles by [Newco, GM, Toyota, Ford, Honda and other automakers will be available for test rides and drives."

[City/Region]'s event is one of more than 100 across the country where electric vehicle owners and their neighbors will hold electric car parades, "walks" across parking lots, recognition of leaders promoting EVs, launches of new public EV charging stations and other public events.

WHEN: [Day of week, Month/Date, 2017]

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

VISUALS: [describe key visuals or components of event, e.g. parade, ride-and-drive, celebrity speakers, display of total # of miles driven electric by participants]

WHO: [name any local groups/local people attending event]

Visa Electric and [City/Region]'s event is one of the [national] Drive Electric Week's local sponsor. Plug In America, the Sierra Club and the Electric Auto Association are national organizers.

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

- ID spokespeople ahead of time
- Confirm interview on-site
- Confirm **setting/spot** for interviews
- Offer guided tours of EVs and exhibitors
- Reminder: release waivers
- Provide hi-res photos / videos
- Press release + thank attending media
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 hi-res files to an online album
- Send photos, release + quotes from the event 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
- Use #NDEW2018 hashtag
Social Media

DriveElectricWeek.org

Facebook / Twitter: @NatDriveElecWk

Instagram:

@NationalDriveElectricWeek

#NDEW2018   #DriveElectric
Facebook

**DEMOGRAPHICS**
Diverse 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

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Twitter

**DEMOGRAPHICS**
50% users **under age 34**
Majority **college-educated**

**FREQUENCY**
No limit
**Quality** over quantity

**FEATURES**
Live video
Photo tagging (**10 max**)  
Hashtags (#) widen audience

**BONUS**
Used by **reporters + officials**

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Instagram

**DEMOGRAPHICS**
Less than 13% are above age **34**
Used by women, POC

**FREQUENCY**
No limit
*Unlimited hashtags #*

**FEATURES**
- Short videos
- Photo tagging (10 max)
- Hashtags (#) widen audience

**BONUS**
- Hyperlapse + Boomerang
- “Stories”
- Questions within Stories
Social Media Tips

**POSTING**
Look for iconic visual moments
Capture people + crowds
Experiment with live video

**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 + tweets to potential supporters outside your following or to your own followers

**TRACKING**
Monitor engagement (likes, shares, retweets, comments) and share with us in event report.

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September 8-16, 2018
Q & A

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

We look forward to working with you to make 2018 the best Drive Electric Week yet!