



## E-MEDIA KIT FOR TERRY FOX RUN ORGANIZERS: 2023

#DearTerry, we're SO excited to be back for our second year of in-person runs!

The media will be looking to Run Organizers for stories that will inspire, motivate, and bring a smile to their readers, viewers, and listeners.

Now, even as Run day approaches, it's not too late to get started! Talk to your participants, gather stories and quotes about why people are running and who they're running for. Write your own #DearTerry note. Then, share them with your community, with local media, and on your social media channels. And, of course, encourage your participants to "like and share" your posts to spread the word!

Take advantage of our electronic media kit for your Terry Fox Run. It's so easy to customize: fill in the blanks (all highlighted for your convenience) with the specifics about your Run, save it as a PDF, then hit send to zap it to the media contacts in your community.

Your custom media kit includes:

### 1. Terry Fox Run press release announcing the 2023 Terry Fox Run

- We recommend sending this release at the beginning of September.
- Feel free to customize this with your own anecdotes and stats to give it your own local flavour.

### 2. Terry Fox media advisory about this year's #DearTerry campaign

- Send this as a follow-up release in the week or two leading up to the Run.
- If you know of someone who is participating or fundraising in a fun or unique way, incorporate it into the press release. Don't be shy to put it in your own words.

### 3. Fact Sheet – what sets us apart

### 4. Backgrounder

### 5. Cancer Research: your impact

- All three of these items (3-5) can be sent out as information for the reporter or media person so they can use this to build their story. You can send the last three information sheets with the advisory, with the press release, or as follow-up if requested.
- If you're interviewed, lean on these sheets for your key messages.



## MEDIA 101 - REFRESHER INFORMATION

### What the media can do for you?

Reporters and editors can be your best friends during fundraising events like The Terry Fox Run. The media reaches many people and helps build awareness in our target audience and beyond.

### Media pitching

There are four key elements to a successful media pitch:

1. Timing
2. Method
3. Relationships
4. Follow-up

**Timing!** The best time to pitch is in the morning (before 10 AM), early in the week when reporters, bloggers, and influencers are most likely to be scouting for stories.

**Method!** Best method for your pitch is the phone! A conversation with a journalist is the easiest, most effective way to 'sell' your story, to engage with the reporter, and to answer any questions they may have. Once you have the reporter on the phone, ask for permission to send further information via email so they'll look out for your email.

**Relationships!** Here are a few tips to make your pitch more successful. Find out what reporters like to cover by reading their work. Does your community have an online forum or FaceBook page? Pitch the moderator. Pitch campus newspapers, community TV stations, and key bloggers in your area: they have significant reach.

**Follow-up!** Don't hesitate to reach out after you pitch, especially if you've made the initial pitch via email rather than the phone. Try to make direct contact with your local reporters and ask if they need further information.

Ask these questions:

- Did you receive the media advisory and/or media release that I sent?
- Do you have any questions? Can I help you in any way with the story?
- Are you or someone else from [name of media outlet] interested in a story about *the 2023 Terry Fox Run*?
- Are you interested in doing an interview with a Terry Fox spokesperson or a cancer survivor (assuming you have one available)?

### Media tools – news releases and media advisories

Be careful with your news releases: send them only when you have something new. If you send too many news releases, the media will stop paying attention.

When you pitch a news release by email, try to follow these guidelines:

- Make the subject line short and concise: no more than a single sentence.
- Include the most important information in the first sentence or paragraph (assume your reader won't go beyond that first paragraph or open an attachment).
- Include clear and accurate contact information and be available when you say you'll be available.



## Social media and the media

Remember to use your social media tools – Facebook, Instagram, Twitter, Snapchat, TikTok, LinkedIn – to highlight and repeat any stories about your Run that are in the paper, on the radio, or on TV. Retweet, like, share, use your @ to call out media outlets that mention your event.

Try to “follow” any media personalities who have shown an interest in cancer topics or charity events. Invite them to your Run via their social media feeds. They might respond and give a shout-out to your Run. Maybe one of your team members can record a video, reel, or TikTok. Be creative but always concise and on message.

## Story ideas to pitch or customize

**Keep it fresh and new:** local stories always are the gold standard.

**ACE:** Action, Conflict, Emotion: if your story has one of these things (and most Terry Foxers have a lot of emotion about the cause!), your chance of earning media attention will go up.

### Story ideas

*Spotlight a participating group:* Spotlight a local business that has entered a team (perhaps because one of their employees has been diagnosed with cancer). Is there a high school taking part? Put the focus on youth doing positive things in the community.

*Profile a volunteer:* Do you have a volunteer who’s donated their time over the years? If so, pitch this person! Find out why they’ve chosen to donate their time to Terry’s cause, why they got involved, and how they’ve brought hope to people touched by cancer in your community.

*Profile a Terry’s Team Member:* Interview a local survivor who has overcome cancer. Focus on why they participate and why they think it’s an important event: does it bring them hope? Inspiration? Perhaps they’re part of a cancer research study.

## Media calls

### Be prepared:

- Have a spokesperson. A local spokesperson is best but you can also reach out to Fred Fox. His contact info is included and he is always happy to chat with media if he’s available.
- Have your key messaging in hand.
- Include all the event/campaign details.

### Anticipate questions:

- Is there someone from your Run who can answer questions on camera or by phone?
- Is there a cancer survivor who can be interviewed?
- When’s the best time for a camera crew/reporter to arrive at the Run to catch the action?
- Can you provide background information on Terry Fox? This is when you can send the fact sheet & backgrounder.

### Get your own information:

1. Reporter’s full name
2. Name of the media outlet
3. Phone number and email address



4. Their deadline
5. Their story angle

## Media Interviews

### Top tips for being interviewed

- Prepare three key messages or points to focus on during your interview. Steer conversations back to those messages if the reporter detours you.
- Use examples to illustrate your main points. Reporters *love* good stories about real people in their community.
- If you only have time to make one important point, which is often the case, decide what that will be. Get to that point quickly. Repeat this message during the interview. Remember that interviews are edited and your message will only appear once.
- Remember that nothing is “off the record.”
- Pause before you answer any questions to collect your thoughts (your pause will be edited out).
- Keep your answers concise – aim for no more than 10 seconds per answer.
- Be ready to provide Terry Fox Foundation material: the fact sheet, backgrounder, news release, and media advisory. This will help minimize reporting errors.
- If you don’t know the answer, be honest! Tell the reporter that you’ll get back to them with the answer as soon as possible.
- Be confident, energetic, and sincere.
- **Be sure to tell people they can get more information at [terryfox.org](http://terryfox.org).**

### What not to wear on TV:

- Your best choice is *always* your current Terry Fox Run shirt!
- If not your Run shirt, wear a solid colour shirt or one without a large or loud pattern. In other words, don’t wear paisley, stripes, or polka dots.
- Don’t wear all black, it can make you look like you’re disappearing.
- Don’t wear all white. It can make you appear washed out and the TV lights can bounce off the white, creating a weird glare on the screen.
- Avoid visible logos.
- Most of all HAVE FUN!