

Media Tips

Although Trillium Health Partners Foundation cannot provide direct media support for your event, or guarantee media attendance or coverage at your event, we do want to equip you with the tools to support you when securing your own media coverage!

Here are a few tips to help get you started:

- **Know your audience** – connect with media outlets whose viewers, listeners, and readers match the audience you are trying to reach.
- **Plan early** – some media require as much advance notice as possible to schedule coverage of community events.
- **Distribute a media advisory** – if you’re looking for media coverage at your event, consider sending out an advisory prior to your fundraiser. This is an invitation that officially invites media to your event. When drafting your advisory, ask yourself “why should the media care about covering my event? Are there any interesting features that would compel them to come out?”. Try your best to satisfy those questions within your advisory. Keep the five Ws in mind—who, what, when, where and why—as you develop your advisory
- **Distribute a media release after your event** – a release is typically sent out after an fundraiser/event has taken place, reporting back to media and the community about the success of your event. Consider circulating a media release after your event and include images from your event (if applicable), along with any fundraising totals celebrating your success.
- **Assign a media contact** – designate a representative within your event committee that will handle all incoming media inquiries prior to your event, as well as on event day. Be sure to include their name and contact information at the bottom of your media advisory/release so media know who to reach when confirming their attendance.
- **Identify event spokesperson(s)** – include a list of designated representatives that are equipped to speak to media at the event. Include their names and roles/connection to the event. Be sure to prepare your speakers ahead of time with key messages about the event and its history in advance of your fundraiser, so they are equipped to speak to media if they requested for an interview.

- **For media interviews** – always start with your most important information then provide background information. This way if a story is paired back, your most important message will be sure to be heard. Avoid giving “yes” or “no” answers when speaking to media. Always repeat the question in your answer when responding to the question you’re asked, in the event the interviewer records your answers with a tape recorder. For e.g. Q: What are you raising funds for at today’s event?
A: Today’s event is raising funds for the cancer program at Trillium Health Partners.
- **THP staff interview requests** – remember you are hosting an event to benefit Trillium Health Partners Foundation and are not representing the organization. If media are interested in speaking to a physician, hospital or Foundation staff member, please notify your Foundation representative or direct them to contact our office: 905-848-7575 or foundation@thp.ca.
- **Let us know!** – keep track of any coverage you receive and email it to your Foundation representative. We’d love to share it with our team!



Sample Media Advisory

ATTENTION: NEWS / HEALTH / SPORTS / FASHION / PHILANTHROPY EDITORS
[Tailor to your event]

NAME OF EVENT FOR AN IMPORTANT CAUSE [Headline should grab attention]
{details about the event} in support of Trillium Health Partners

(CITY) (DATE)

[First paragraph should capture details of your event, briefly – including who, what, when, where and why. Try to keep your lead to 50 words]

“Quote from your event spokesperson – suggestion to focus on why they decided to host event in support of THP.”

[Insert 1-2 more paragraphs that include specific details about the event]

For e.g. number of people participating, what is expected to take place at the event and the importance of event. Be sure to try to convey why the community should care. From a media’s perspective, always keep in mind the “WIFM – what’s in it for me?” principle.

Insert call to action (CTA)

What are you trying to achieve? Donations? Your CTA should always direct readers to the action you want them to perform – e.g. directing them to purchase tickets/make a donation on your event website, or have them learn more about your event.

Insert boilerplate on your organization

[text goes here – sample boilerplate included below]

About Trillium Health Partners Foundation

Trillium Health Partners Foundation is dedicated to raising the critical funds needed to address the highest-priority needs of Trillium Health Partners, one of the largest community-based acute care facilities in Canada. Trillium Health Partners is comprised of The Credit Valley Hospital, Mississauga Hospital and Queensway Health Centre. To learn more, visit trilliumgiving.ca.

For more information, please contact:

Name, Title

Organization

Phone Number (include an alt, if applicable)

Email



Sample Media Release

ATTENTION: NEWS / HEALTH / SPORTS / FASHION / PHILANTHROPY EDITORS

[Tailor to your event]

NAME OF EVENT RAISES \$XXX FOR TRILLIUM HEALTH PARTNERS

[Headline should grab attention]

(CITY) (DATE)

[First paragraph should capture the brief details reporting back on the success of your event. Try to keep your lead to 50 words].

[Quote from your fundraiser spokesperson – sample quote below.]

“Our community continues to inspire us with their incredible generosity, all while sharing a few laughs along the way,” says Name, Title, Name of Organization. “Special thanks to our sponsors and community for their continued partnership, making [Name of Event] an outstanding night to remember.”

[Insert 1-2 more paragraphs about where proceeds will be directed and how this will benefit the organization you’re supporting. Try to include how this will benefit the community as well].

Proceeds will support the purchase of a new Magnetic Resonance Imaging (MRI) machine for Trillium Health Partners. MRI images account for many of the nearly 650,000 diagnostic scans performed each year at Trillium Health Partners and are the most effective means for obtaining rapid diagnoses.

For more information, please visit [name of your website / organization’s (if you don’t have one)].

PHOTOS [insert 1-3 images from your event (if applicable), with a link directing media to your event album to view more. Let media know that you will provide them with a high-resolution file of the image, should they wish to run a story and need an image.] Always include a note to media: higher resolution versions of photos are available upon request, so they know that is an option.

Insert boilerplate on your organization [text goes here – sample boiler plate included below]

About Trillium Health Partners Foundation

Trillium Health Partners Foundation is dedicated to raising the critical funds needed to address the highest-priority needs of Trillium Health Partners, one of the largest community-based acute care facilities in Canada. Trillium Health Partners is comprised of The Credit Valley Hospital, Mississauga Hospital and Queensway Health Centre. To learn more, visit trilliumgiving.ca.

For more information, please contact:

Name, Title, Organization, Phone Number (include an alt, if applicable), Email

