



## How to get press for your SRTS project

In order to get the word out and build community support for SRTS at your school and community, you will need to communicate with your local press including newspapers, magazines, television, radio and prominent online news sites. Getting good press is not difficult if you take the time and have a plan.

### Tips

- If you don't already know your local media identify the key reporters in your area and contact them regarding SRTS. Look at your local newspaper and see who covers issues of health, school or transportation. Most newspapers and television stations are looking for story ideas and SRTS can offer a new angle. If you know of an avid bicyclist or walker who works at a local media outlet ask them for advice.
- Send a well-written press release to your local news outlets. Include who, what, when, where, why so that it is easy for a reporter to cover SRTS. Appoint someone to be the primary contact person so that reporters know exactly who they can contact for questions or assistance.
- Consider writing a letter to the editor or Op-Ed piece for your local newspaper. This would be a good opportunity to involve a prominent member of your SRTS Task Force such as an elected official or member of the medical community.
- Don't overlook smaller publications in your community such as neighborhood newsletters, weekly newspapers, or foreign language newspapers.
- Ask your local city council to issue a proclamation and/or resolution of support for Walk to School Day (see sample Walk to School Day Proclamation on Supplemental CD) or other SRTS activities. Consider holding events other than just Walk to School Day. These events could be related to the seasons, a particular day of the week such as Walking Wednesdays, or could coincide with holidays such as Martin Luther King Jr. Day or Veteran's Day.
- Be nice to reporters that cover your story. Don't just contact them when they have gotten something wrong but thank them when they have done a good job. Write a letter to the editor in praise of the article. Make their job easy so they want to work with you again.