



HOW-TO-GUIDE

Promoting the National President's Challenge and your Kick-Off Event

Establish a spokesperson for your organization.

This will allow one person to be the voice of your organization when doing an interview. Make sure this person is familiar with your organization, its mission, the purpose of your National President's Challenge kick-off event, and how to join the Challenge. He or she should also be comfortable speaking to reporters and doing television and radio interviews if needed.

Prepare local facts and figures.

Local reporters will want to know what the National President's Challenge is and why it is important. Provide them with local statistics that show why there is a need for your community to get active.

- [The CDC's U.S. Physical Activity Statistics Web site](#) provides data for states and select metropolitan areas.
- [Department of Health and Human Services' Office on Women's Health Quick Health Data Online](#) provides state and county data on physical activity for both men and women and also by race.

Prepare and maintain a good media list.

Create a list of local newspapers, TV, Web sites, and radio stations to contact in your area. Go online or call the station or publication to find out who the health and/or fitness reporter is. Your organization's communications department may already have a list of local media, so be sure to check with them first.

Create a press kit.

The reporters may want more information about your organization, the kick-off event, and the National President's Challenge. Prepare a folder (or CD) of information including:

- Fact sheets
- Spokespersons bios
- Facts and figures
- Press release

Send the packet of information (email is the best method) to local reporters and have hard-copy kits available on the day of your event. For the National President's Challenge fact sheet, a brief description about the Challenge, and a list of FAQs, please click here. If possible, try to have the press kit available on your organizations Web site.

Pitch your organization's event and the National President's Challenge.

Let the media know about your event no later than one week in advance. Start off by sending a media advisory—a brief one page document that alerts journalists to your event and lists who, what, where, when and why—via fax or e-mail. A day or two before, send your press release that explains the event in more detail. For a template press release, click [here](#). Be sure to follow-up with a phone call.

Pitching tips:

- Make sure you briefly state who, what, where, when, and why to keep the reporter's attention. A quick and simple pitch is the best. Also, make sure you call to follow-up with reporters to make sure they received the press release and/or media advisory.
- Determine whether it's a good time to talk by asking if they have a couple of minutes or if they are on deadline. If it isn't a good time, ask when they will be available. Otherwise, the best time to send your e-mail or make your phone call is Tuesday through Thursday, after 10 a.m., but before 3 p.m.

Let other local organizations know about the event and the National President's Challenge.

Submit information about your event and the National President's Challenge to local organizations that send newsletters to employees or members. Local businesses, grocery stores, health clubs, retail stores, fitness groups, sports associations, and others may have newsletters in which they can include information. [You may want to use this drop in newsletter blurb about the National President's Challenge.](#)

Follow-up with the media.

Make sure you follow-up with any media that attended the event and promoted the National President's Challenge. This will encourage a lasting relationship between you and the media, which will be handy for future activities and events. A post follow-up can include a quick email, phone call, or thank you note.