

Instructions for the using the Every Kid Healthy Week Media Alert

- Make sure you are aligned with your school's policies to invite media to school events and any approvals required.
- Update the media alert with information pertinent to your school's program.
- Post the media alert on your school's website at least one week before the event.
- Distribute the media advisory to local press contacts/news desks one week prior to the event (via email or fax).
 - News outlets may have weekend news desks that cover weekend events.
- Follow up 2-3 days prior to ensure they have the event on their schedule for consideration.
- Follow up morning of event to see if media can confirm they will be coming to your event.
- At the event, be prepared to provide a copy of the media alert, the national press release and the Every Kid Healthy Week fact sheet to the media. This provides them additional information they might need for their story.