WE ARE NOT AT-RISK

MEDIA KIT

AFSC YOUTH IN ACTION 2019
Media are the communication outlets or tools used to store and deliver information or data. The media plays a large role in influencing public discourse on critical topics like youth justice, violence in schools and education disparity. Some popular media outlets include newspapers, magazines, radio, news stations, and blogs.
HOW DO WE GET MEDIA OUTLETS TO COVER OUR STORY?
1. TIMELINESS: Identify why your story is not just important, but important RIGHT NOW. If possible, connect your story to other events that journalists will be interested in. For example the We Are Not At Risk Day of Action is on Martin Luther King Jr.'s Birthday.
2. VISUALS: Identify what a TV camera or photographer might see at your event. How can you ensure your event is visually interesting? What people will be there and how do their individual stories exemplify the purpose of your event?
3. IMPACT: Identify ways to show a strong number of supporters. The more people involved in your event, the more newsworthy it is. Similarly, the number of people affected by the event will affect its newsworthiness.
**DO'S**

Visually appealing news will have multiple people engaged in an activity. For example, invite the media to see your group art making, doing a performance, or completing a demonstration.

**DON'TS**

Visually appealing news will not showcase disengaged people. Make sure members of your community know that media will be present, arrive on time, know the media contact person, and prepare to be interviewed.
DO'S

Send creative invitations to local press to get them engaged in your event. For example send the campaign tee shirt along with your press release or send your best postcard with signatures from your community members.

DON'TS

Do not invite the media if your event will not be well attended. Do not invite people who don't actually know or care about your campaign just to fill the space. Do not reinforce stereotypes in your messaging or visuals.
WHAT MEDIA OUTLETS SHOULD WE CONTACT?

#WEARENOTATRISK
EXAMPLES

International Press
- BBC World News

National Press
- The New York Times

Local Press
- The Philadelphia Inquirer

Hyperlocal Press
- South Philly Review

WE ARE NOT AT-RISK
#3BILLIONSTRONG
#WEARENOTATRISK
Three Billion youth around the globe challenge media organizations. #3BillionStrong
What is the difference between reaching out to NATIONAL vs. LOCAL PRESS?

There is no difference, regardless of the media outlet, you must do your research to find the right person(s) who will consider your story. The right person typically writes about education, social justice, youth, arts, and/or culture. Google articles about your topic, use stories that appear on the first few pages of your search to find names of journalists and bloggers who regularly write about your subject matter. Those who write on topics that are tied to your topic will be the most relevant. Sometimes local press leads to national press and vice versa.
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HOW DO WE CONTACT MEDIA OUTLETS?
EMAIL EDUCATION JOURNALISTS & BLOGGERS YOUR PRESS RELEASE BEFORE & AFTER YOUR EVENTS

(CHOOSE A CATCHY SUBJECT LINE THAT CAN ACT AS THE ARTICLE HEADLINE LIKE "THREE BILLION YOUTH ACROSS THE GLOBE FIGHT FOR NARRATIVE CHANGE")
Hello Mr. Smith,

Nia Dixon here with the American Friends Service Committee's WE ARE NOT AT RISK campaign—an international initiative designed to bring attention to the negative impact that the media has on youth. According to a media study by Mori for Young People Now, one in three articles about youth were focused on crime or antisocial behavior, and young people were only quoted in 8% of stories. As a result of these dynamics, words like "at-risk," "thug," and "vandals" are automatically associated with young people.

Words matter. Negative messaging in media impacts:
• Youth employment
• Youth agency and esteem
• Local and national policies that impact youth & communities

To bring attention to this issue, we as youth storytellers are harnessing the power of art and collective action to enter into conversation with media outlets about who they are and the stories they want to tell. Because we are #3BillionStrong, we will make our truths heard. Nobody can like we can.

Are you interested in covering a story about our local initiative where we are gather 200 youth to complete a collective art action? Please see the attached press release for more details.
CALL EDUCATION REPORTERS & EDITORS TO FOLLOW UP
(BE PERSISTENT, BUT NOT ANNOYING)
VISIT LOCAL NEWS ORGANIZATIONS TO MEET IN PERSON
(BRING A COPY OF YOUR PRESS RELEASE)
TAG & DIRECT MESSAGE YOUR MEDIA OUTLET & REPORTERS ON SOCIAL MEDIA
(BE QUICK & TO THE POINT)
Hey @BBCWorld! Youth around the globe are reminding the media to "watch their words." Media plays such a pronounced role in our lives, will you take a pledge to end negative and biased representation of youth? Visit afsc.org/notatrisk to take the pledge. #WeAreNotAtRisk
A press conference is an organized tool used to generate and control media coverage. Picture a speaker surrounded by reporters asking questions.
1. DEFINE THE MESSAGE.

2. SCHEDULE THE DATE AND TIME.

3. PICK THE SITE.

4. SELECT AND TRAIN YOUR PARTICIPANTS.

5. CONTACT THE MEDIA.

6. PREPARE THE ROOM.

7. HOST PRESS CONFERENCE.
"On January 21 at 9:00 am, join us and XX of media outlets for a press conference about our We Are Not At Risk global day of action. On this day, XXX of youth storytellers around the world will harness the power of art and collective action in response to negative media representation of youth. Because we are #3BillionStrong, we will make our truths heard. Nobody can like we can."
The location of your press conference should be representative of your overall message. Many press conferences are hosted at famous monuments, education sites, community centers, arts labs, and religious institutions. Press conferences can be hosted inside and/or outside. To make it youth-centered make sure youth are moderating, speaking, and also documenting the event. Seat the press conference speakers behind the table facing the seated reporters or have participants stand behind a podium while reporters are on the opposite side standing.
Welcome members of the press as they arrive.
Have members of the press sign in, with their affiliation, and give each of them a press kit.
Seat the press conference participants behind the table facing the seated reporters.
Start on time.
Record the event, for your own records, and for possible media use.
Have the moderator welcome the press, and introduce the issue and participants.
Each participant should present for no more than 2-3 minutes, making 1 key point.
After all the presentations, the moderator should entertain any questions from the press, and direct questions to the appropriate participants.
After about 15 minutes, bring the formal conference to an end. Thank the participants for presenting, and the media for attending. In many cases, you may want to encourage the media to stay for further informal conversation with the participants.
WHAT IS A PRESS RELEASE?

A press release is the standard and most commonly used form of written communication when dealing with the media. The press release alerts media outlets about all relevant information pertaining to your event. Send your press release 2-3 weeks in advanced of your event. Send a media advisory to your press list on the day of your event.
Sample Press Release

For Immediate Release
Press Contact: Person, phone number

Short, Attention-Grabbing Headline
Specific details here, phrases not sentences

City where event is happening (Date) First sentence says what is happening, often with the key details of place and time in bold. Then follow up with a sentence or two of context.

“You should have a kick-ass quote in the second paragraph,” says the standard rules. “Make sure to include both name and title, and ideally have the first quote come from your group or organization.”

After that, have a couple (two to three) short paragraphs that provide additional context and necessary information. These paragraphs should be written plainly and appear like a “neutral” news article (even while the selection of details to highlight is anything but).

These paragraphs should vary in length between one and four sentences.

The release overall should follow what journalists call “the inverted pyramid”: start off with the most compelling information and end with the least important (but still relevant) information. Never put anything irrelevant in a press release; every sentence should have a specific purpose. Make sure that the information is in descending order of importance so that if people just read the headline and first paragraph they know what this is about, and keep the info to one page.

“Then provide a quote from,” someone who wasn’t quoted before. “Journalists like to attribute the quote midway through the statement rather than have long blocks of text. Quotes make good endings for press releases.”

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The American Friends Service Committee is a Quaker organization that includes people of various faiths who are committed to social justice, peace and humanitarian service. Its work is based on the belief in the worth of every person and faith in the power of love to overcome violence and injustice. OR information about your group or organization goes here.
THE WORDS WE ALL USE TO DESCRIPTION YOUNG PEOPLE SHOULD BE ASSET-DRIVEN, HUMAN-FOCUSED, AND CENTER ON THE WHOLENESS OF THE YOUNG PERSON. JOIN US IN THE MOVEMENT DECLARING, WE ARE NOT AT-RISK, WE ARE AGENTS OF CHANGE.

-NIA EUBANKS-DIXON
AFSC Youth Program Director (US and International Programs)