# **On the Move Communication**

# **Available Avenues of Communications:**

**Earned Media** – This involves engaging media outlets through media advisories, press releases, written articles and offering opportunities for interviews. Consider involving the media in your events to help raise awareness and increase the reach of the efforts your project teams are making. The media is more likely to pick up stories that have local relevance so highlight this in your communications with them. Events that are scheduled to happen around the region and/or across the province will also catch the media’s attentions (e.g. Winter Walk Day etc.). See below for examples.

**Owned Media** – These are communication assets that are owned or controlled by another party and can be accessed in order to share your communication messages. Connect with your community partners and find out if your event can be shared via their communication avenues. Examples of owned media include: newsletters, social media accounts, digital displays, websites, flags, signs, etc.

**Storytelling** – Never underestimate the power of a good story! Statistics play an important role when reporting information but data does not portray feelings in the same way as a story. Stories are easier to remember than facts and people enjoy sharing them as a way to connect with others. Consider writing a story or creating a video that features an AST champion from your community, explores the 1.6 walking zone around a school, or highlights concerns/successes brought forward by other means of data collection (family survey, walkabouts etc.). These stories can then be easily shared on social media and with the local media outlets.

# **Creating On the Move Content**

Catch your audiences’ attention. Be creative, have fun, and remember the 4 W’s: Who, What, Where, and Why? Take information from your school surveys and assessments and use that as an opportunity to provide education and solutions. Give people a “call to action” (what we want them to do). For example:

1. **Role model!** 
   * Get On the Move and walk or wheel when you can!
2. **Join the Movement!** 
   * Support and participate in active travel projects and events in your community.
   * Encourage friends and family to use active methods of transportation.
3. **Spread the Word!** 
   * Encourage schools, municipal staff and elected officials to learn more about and plan active travel projects and events.

# **Project hashtag**

#SimcoeMuskokaOnTheMove

* Exercise your options – get #SimcoeMuskokaOnTheMove
* Start a movement in your community – get #SimcoeMuskokaOnTheMove
* #SimcoeMuskokaOnTheMove does wonders for XXX (e.g. mental health, student learning, air quality, etc.)
* Put your pedal to the metal! Bike to school and be a part of #SimoceMuskokaOnTheMove

# **Who to Invite to On the Move Events**

Ask yourself: What is your goal? Who needs to know? Who can help you spread the word? Your answers tell you who needs to be invited and may include those included in the list below.

* students
* parents
* school council
* teachers
* school administrators
* school board administrators
* school board trustees
* community neighbours
* community businesses and organizations
* municipal government officials
* municipal government employees
* local MPPs

# **How to Invite and Involve Local Media**

## **Media Backgrounder**

* + - A media backgrounder provides a short history about an issue and contains more in-depth information than what would be included in a media advisory or release.
    - It serves as a way of providing the media with research, facts and key messages about an issue so they do not have to take the time to find the information themselves.
    - A backgrounder can be sent out with an advisory and/or release and should be provided to media who attend events.
    - See [Media Backgrounder](Media%20Materials/Generic%20Media%20Backgrounder.docx) for a customizable media backgrounder template.

# **Media Advisory**

* + - Advisories serve to alert the media that a news worthy event is happening and they should come. It gives a brief description of the event along with the details of when, where and the time.
    - Send an advisory 24-48 hours before the event will take place.
    - Designate 1 or 2 people to be the media spokespeople at the event. Prep them ahead of time to ensure they can effectively communicate about the project/event. Provide spokespeople with the [AST Quick Facts and Speaking Points document](AST%20Quick%20Facts%20&%20Speaking%20Points_F.docx).
    - See [Media Advisory](Media%20Materials/Generic%20Media%20Advisory.docx) for a customizable media advisory template.

# **Media Release**

* + - Releases provide more detail about an event than an advisory. They can provide background information, stats, information on why the event or topic is important and why people should care about it. Adding quotes from participants is a good way to add a personal and local touch to the story.
    - A well written release can be printed by a newspaper as their story. It saves the journalist from having to write it, guarantees the information will be correct, and a newspaper may still print it even if a reporter does not come to the event.
    - A release can be sent out 36-48 hours before an event, or even after the event has happened. If you wait until after the event, be sure to take pictures and send them along with the release.
    - Provide copies of the release to reporters who attend the event.
    - See [Media Release](Media%20Materials/Generic%20Media%20Release.docx) for a customizable media release template.