

Manufacturing Day HOST MEDIA GUIDE

Strategies for a Successful Event



OPENING DOORS & MINDS

#MFGDAY16

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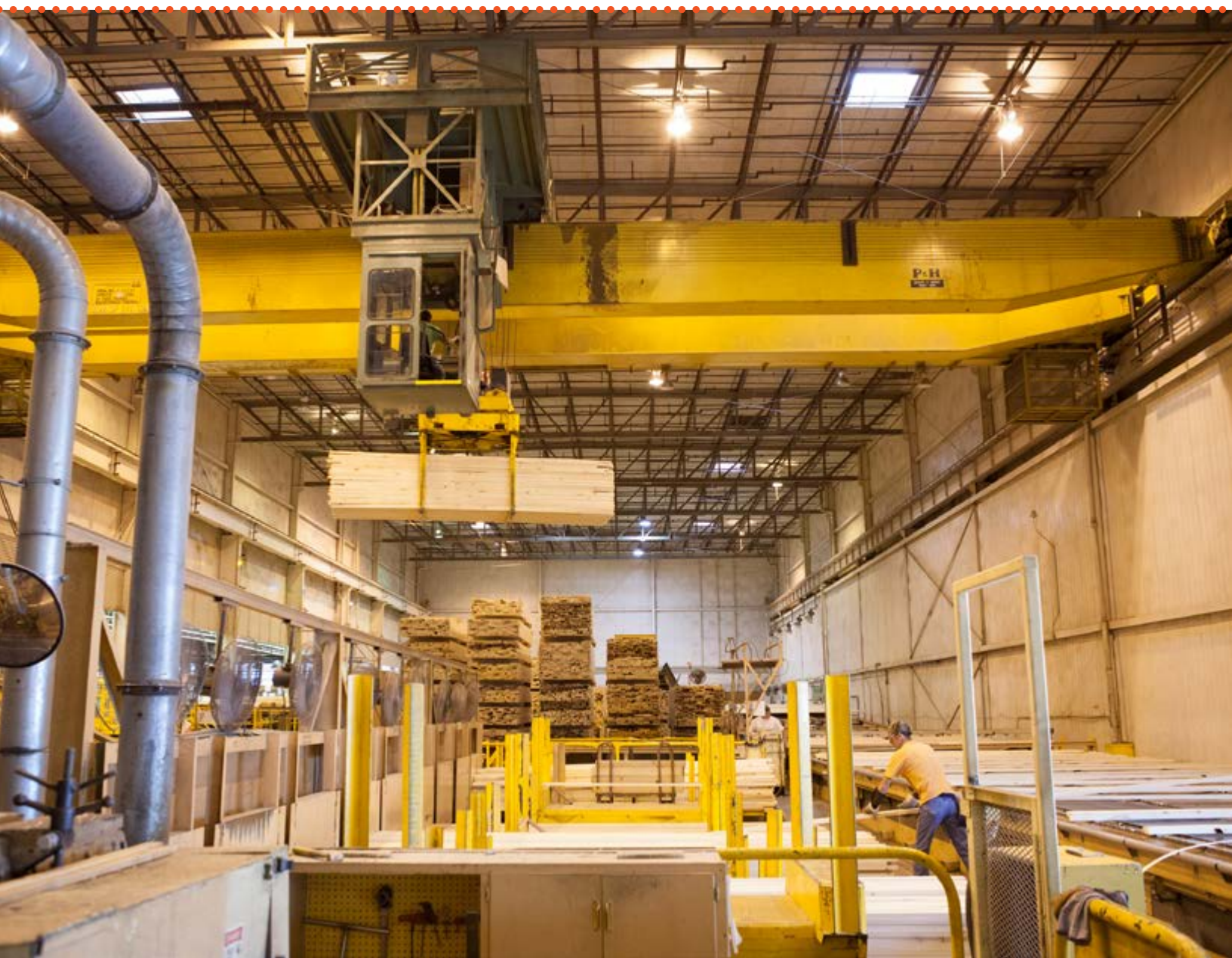


Introduction

This media relations guide is designed to provide the tools and knowledge to promote your Manufacturing Day event to media in and around your community.

Media relations outreach involves working with various reporters, editors and producers for the purpose of informing the public. Essentially, it is free publicity through stories in newspapers, local magazines, television shows, radio programs and websites.

The Manufacturing Day co-producer organizations are committed to providing you with the resources you need to perform media relations outreach that can make a difference in hosting a successful event. This toolkit contains advice on identifying and working with the media, how to develop press materials and ideas for increasing media coverage for your event.



Identifying Appropriate Media

Generating positive publicity requires that you know who your local media are, what they are looking for and how to work with them personally. It's very important to reach out to the right people with your news. Consider all newspapers, business magazines, television stations and radio stations in your area.

Newspapers and Magazines

Here are some tips for finding the best people at local newspaper and magazines:

- First, scour local newsstands for publications you may not know about. Weekly papers can be great vehicles for news and can help you reach a wide variety of people in the community.
- Read the publications – such as your local business journal – to get a sense of the types of stories they cover. Take note who wrote relevant stories or edited the page you are reading. Look specifically for reporters and editors who cover manufacturing, local businesses, careers and community news.
- Check the outlet's website and look for articles about manufacturing and business. Reporters' email addresses often appear at the top or the bottom of articles they write.
- If necessary, call the newspaper or magazine itself to find contact information for reporters whose names appear in bylines of appropriate stories. Ask for the editors of the pages or sections in which these stories appear.

Television Stations

Television stations are interested in stories with great visuals. There are three groups of people to keep in mind when working with television stations:

- The planning desk is responsible for planning the news, usually 24 hours in advance. If you are calling about a specific event, call the newsroom and ask for the planning desk.
- The assignment desk serves as an "air traffic controller" of a newsroom by managing news crews and generating stories. If you are trying to generate coverage for an event happening that day, ask for the assignment desk.
- The producers oversee and organize production and are usually assigned to one specific show or broadcast. To discuss broader story ideas without a fixed day/time, ask for a show producer. You should work with the producer to determine ways you can fit in his/her specific show.



Radio Stations

- Radio stories should be concise and news- or tips-oriented. Since visuals are not an option in radio, be prepared to offer a well-spoken spokesperson who can call in for a live interview or go to the station to provide succinct sound bites.
- Research the biggest radio stations and shows in your area – including news stations, which report news around the clock, and talk shows, which can be a great outlet for discussing trends.
- Call the radio station in advance to find out if it produces its own news.
- Radio producers usually are assigned to a specific show, so if there is a show that focuses on or frequently discusses manufacturing, business and local news and events, ask for the show producer, who is responsible for the making of the show as well as the content.

Developing Media Materials

We've included three media materials to help you promote your Manufacturing Day event. They include a press release, letter to the editor and a media advisory. **If you will be working with the Word documents linked in this PDF, please save a copy of the PDF to your desktop first. That way you will more easily be able to navigate within the document and links.**

A sample press release is available on page [9](#).

- A press release is a written communication directed at the news media to announce news. It is concise with the most important information in the beginning so media will see it right away.
- For best results, distribute the press release to local newspapers, television and radio stations six weeks prior to your event. (See timeline on page 8 for more detail on distribution and follow-up dates).
- Newspapers/Magazines – Send the release to the editors covering: manufacturing, news, business, features, metro, calendar and photo desk.
- Television – Send the release to the attention of the assignment editor for each show or news program for which you are interested in obtaining coverage.
- Radio – Send the release to the attention of the producer for each show or news program for which you are interested in obtaining coverage.
- Websites – Send the press release to contacts at local event sites and calendar listings. Many of these websites have online submission forms to complete so that your event can be added to their calendars.

A sample letter to the editor is available on page [10](#).

- This is a letter or opinion piece from you or another top executive at your company to your local newspapers designed to raise awareness about an issue related to your Manufacturing Day event.
- You may distribute this letter one month prior to your event.
- When sending the letter be sure to offer media an interview with your company spokesperson/the author of the letter.

A template media alert is available on page [11](#) of this guide.

- Distribute the alert approximately one week prior to the event to entice media to attend and/or cover the event. Conduct follow-up calls the day before and, if possible, the morning of the event as well.
- Customize the language to your event.
- Resend the media alert to your local media one day prior to the event.



Working with the Media

Now that you've found the appropriate outlets and contacts and have sent them press materials, follow the steps below to convince them to cover and/or attend your Manufacturing Day event:

Making the First Call

The first time you reach out to a journalist and introduce yourself:

- Ask if it is a good time for them to speak with you – and if it's not, arrange to talk later. Avoid deadline times, which are typically after 3 p.m. for daily newspapers and 30 minutes prior to any newscast.
- Let them know that you are interested in discussing a major local event and that it would be a good fit for their section, show, publication, etc.
- Describe your story idea to them succinctly and explain how it would benefit their audience.
- Follow up with them through email, reiterating the details of your story idea, within two days of your conversation so you – and your story – remain top-of-mind.

Developing Relationships with Media

- Establish a rapport with your priority media contacts – those who contribute to the most relevant outlets, sections or shows. Staying in contact with the media ensures that they view you as a reliable source of news and will help you in future news stories.
- Drop them notes to update them on any new developments for your Manufacturing Day event, and check in with them to see if they are working on anything with which you may be able to help.

Providing Information

- Be responsive and respectful of their deadlines. Media often work on very short deadlines and may be working on more than one story at a time.
- Make sure all information is organized and easy for them to use.
- If you are unsure of the answer to a question, tell them you will check on it and get back to them – quickly, of course.



Becoming a Source

- Send information on your company and a list of the subjects you can discuss regarding Manufacturing Day and manufacturing in general to a target media outlet. Be sure to include your phone numbers and hours you can be reached.
- Offer to meet with the editors and reporters who cover manufacturing and local business on which you can comment in order to get acquainted. Members of the media are more likely to contact individuals they know or feel comfortable with as a source.
- Don't forget to share the informational materials such as the skills gap and public perception infographics you'll find on www.mfgday.com/resources/manufacturing-facts.

Social Media Outreach

- Post status updates on your organization's [Facebook](#) page, inviting the local community to register and attend your event; also consider sharing this invite from your personal account.
- Tweet about the event from your organization's [Twitter](#) handle and invite followers to Tweet back for more information.
- Find event websites that feature calendars and post information about your event; many of these sites have online submission forms that are quick and easy to complete.
- Utilize other social media channels you may have such as [Instagram](#) and [Pinterest](#).
- For all your social media posts include the official [#MFGday16](#) hashtag.
- If you are a member of an industry discussion group on [LinkedIn](#), be sure to share information about your company's event with the group. If your company has its own page on LinkedIn, don't forget to post information about your MFG DAY event on that page.

You can find the national Manufacturing Day team at these social media channels:

- Facebook: <https://www.facebook.com/MfgDay>
- Google+: <https://plus.google.com/u/0/+MFGday/posts>
- Instagram: <https://instagram.com/mfgday/>
- LinkedIn: <https://www.linkedin.com/company/9270750>
- Twitter: <https://twitter.com/mfgday>
- YouTube: <https://www.youtube.com/user/ManufacturingDay>

Be sure to visit our channels above and follow us so we can give your events some cross-promotion publicity via social media!



Taking Photos

Media contacts who aren't able to attend or have limited editorial staff may request to receive images for post-event coverage. Try to capture as much of the action of the day as possible so you can use pictures to tell your story – and convey your messages. A mix of action, candid and staged shots will showcase the excitement of the moment. Take a large number of photos so there is a sufficient pool from which to choose the best shots.

Follow these tips for better photos:

- **Variety** – If possible, photograph people “in action” rather than standing around. For staged shots, when possible take three shots to ensure a choice in which everyone is smiling, standing still and looking at the camera.
 - Movement can cause the photo to be blurry, resulting in a poor quality photograph.
- **Lighting** – Make sure the photos are well-lit.
 - If the images are turning out dark, be sure to engage the flash.
 - Avoid taking pictures in front of windows, as it will cause faces to appear dark in the photo.
- **Framing** – The larger the group in a photo, the farther away the photographer must stand.
 - The camera's flash works best the closer it is to the group – therefore the smaller the group, the better lit the photo will be.
 - Smaller group shots can be cropped and manipulated more easily for media.
 - Be sure no important elements, including your company logo, are missing from the photo when framing the shot.

- **Resolution** – Media will require high-quality images, so digital cameras should be set at the highest quality setting.
 - Most cameras offer “good,” “better,” and “best” options for the quality of photo taken.
 - The best resolution available on a camera is typically printed on the camera or its box – such as 3 megapixel, 6 megapixel, etc. – and photos should be taken using this best possible resolution for the highest-quality photos possible.
 - Use of a digital camera is ideal, but usable photos can be taken with today's smart phones such as the iPhone 5 or iPhone 6.

Developing a Photo Release

- Once you've selected your image(s), be sure to identify the people in each photo moving from left to right. Then develop a photo caption that can be included with a post-event photo release. Provide in just a paragraph or two background on the event and the activities conducted. Following the traditional 5 “W's” of journalism can serve as a guide:
 - **Who** – Name of your company and who is in the image.
 - **What** – Describe briefly the type of event and what happened.
 - **Where** – Cite the location of the event.
 - **When** – List the date of the event.
 - **Why** – Describe briefly the purpose of the event (e.g. to encourage people in the community to consider manufacturing as a career option).

A sample photo release is on page 12 of this guide.



Media Outreach Timeline

Here are some general timing guidelines for working with the media to promote your Manufacturing Day event:

IDENTIFYING MEDIA

- **12 Weeks Out** – Research and identify local media contacts; call outlets if needed to find best contact.

PRESS RELEASE

- **5 Weeks Out** – Distribute event press release to all media contacts.

WORKING WITH PRINT MEDIA

- **6 Weeks Out** – Follow up with print media who received press release to determine their interest in writing a story to preview the event.

LETTER TO THE EDITOR

- **4 Weeks Out** – Distribute letter to the editor to media contacts.

WORKING WITH BROADCAST MEDIA

- **2 Weeks Out** – Contact broadcast media (TV/Radio) to determine interest in a pre-event segment.

MEDIA ALERT

- **1 Week Out** – Distribute media alert to all local media contacts one week out; Follow up with media contacts to encourage coverage.

- **1 Day Out** – Resend media alert to media contacts one day prior to the event. Follow up with print, TV and radio contacts by phone to encourage coverage.

- **Day of Event** – Contact TV news desks morning of event to determine coverage plans.

PHOTO RELEASE

- **1-2 Business Days After Event** – Distribute photo release with image/caption to media.



Sample Press Release – Manufacturing Day Event

[INSERT COMPANY LOGO HERE]

NEWS RELEASE
FOR IMMEDIATE RELEASE

Contact: [CONTACT NAME]
[COMPANY]
[PHONE NUMBER]
[EMAIL ADDRESS]

[COMPANY NAME] TO HOST MANUFACTURING DAY PLANT EVENT ON [DATE] FOR [CITY] COMMUNITY

Program Designed to Expand Knowledge of Manufacturing, Improve Public Perception of Manufacturing Career Opportunities

(CITY, STATE) MONTH DATE, YEAR – In celebration of Manufacturing Day 2016, [COMPANY NAME] will open its doors on [date] to more than [NUMBER] students from [LIST SCHOOL NAMES] and [LIST OTHER ATTENDEES] as part of an effort to change people's perceptions about today's manufacturing environment and draw attention to the outstanding opportunities that a career in manufacturing can provide. Planned activities include [list in one or two sentences what's happening such as facility tours, panel discussions, presentations, demonstrations, proclamations, etc.].

Manufacturing Day is an annual national event executed at the local level supported by thousands of manufacturers as they host students, teachers, parents, job seekers and other local community members at open houses, plant tours and presentations designed to showcase modern manufacturing technology and careers.

[optional paragraph] To mark the event, [STATE has declared October as Manufacturing Month] or [CITY has issued a proclamation honoring [DATE] as Manufacturing Day.]

"There is an increasing demand for highly skilled professionals in the manufacturing sector who can design, program and operate technology," said [NAME, TITLE with COMPANY]. "The average age of a manufacturing employee is 56, and between now and 2020 there will be an unprecedented shortage of skilled workers who will need to be replaced."

Manufacturing Day is co-produced by the Fabricators & Manufacturers Association, International (FMA), the National Association of Manufacturers (NAM), the Manufacturing Institute (MI), and the National Institute of Standards and Technology's (NIST) Hollings Manufacturing Extension Partnership (MEP). Partners include Edge Factor and the Science Channel and guest producer Industrial Strength Marketing.

About [Company]

[Insert company boilerplate here and include link to website in last sentence.] More information on Manufacturing Day is available at www.mfgday.com.

For a Microsoft Word template of the Sample Press Release, click here:
<http://www.mfgday.com/playbook/MFGDAY-2016-Sample-Press-Release.docx>



Sample Letter to the Editor – Manufacturing Day

Dear Editor,

Over the next decade, it is estimated that nearly 3.5 million U.S. manufacturing jobs will be needed and 2 million of those jobs are expected to go unfilled due to manufacturers' inability to find talent with the required skills. For [Company Name], [insert sentence about company here – personalize with information on job openings, employees, jobs created, etc.]

These numbers dramatically underscore the importance of the fifth-annual Manufacturing Day, Oct. 7, with an estimated 3,000 events across the country designed to introduce as many people as possible to the significant role played by manufacturing including right here in [City].

We're hosting a [fill in what kind of manufacturing day activity your company is doing] to highlight the importance of manufacturing to the U.S. economy and showcase the rewarding, highly skilled jobs available in manufacturing fields. Manufacturers across the nation, like me, will be participating in Manufacturing Day as sponsors, hosting open houses, public tours, career workshops and other events.

Our event and many others are not just informational. It's a way for manufacturers to convey their passion for what they do, and explain why and how young people can embrace the profession with post-secondary training that often lasts just a year or two and doesn't leave them with decades of college loan debt.

Indeed, this emotional connection to those attending will further demonstrate in a very meaningful way the numerous opportunities available, how manufacturing contributes to the vitality of our community, and show modern manufacturing for what it is – a sleek, technology-driven industry that offers secure, good-paying jobs.

Sincerely,

[Name]

[Title]

[Company]

For a Microsoft Word template of the Sample Letter to the Editor, click here:
<http://www.mfgday.com/playbook/MFGDAY-2016-Sample-Letter-to-the-Editor.docx>



Sample Media Advisory – Manufacturing Day Event

MEDIA ALERT

[COMPANY NAME] TO HOST MANUFACTURING DAY PLANT EVENT ON [DATE] FOR [CITY] COMMUNITY

WHAT: [COMPANY NAME] will host [students, lawmaker(s), community members] for a Manufacturing Day event on [DATE] as part of an effort to draw greater attention to today's manufacturing environment and the outstanding opportunities that a career in manufacturing can provide.

Following brief remarks to attendees, [COMPANY NAME] will open its doors for [BRIEFLY DESCRIBE PLANT TOUR] to allow community members to see first-hand the safe, high-tech and innovative work environments that await those who pursue careers in manufacturing.

WHO: [LIST ATTENDEES – such as local dignitaries, company president/spokesperson, executive from local group/association, other local leaders, students, etc.]

VISUALS: -Inside look at modern manufacturing facility
-Demos of [processes such as live welding, 3d printers, robotics, etc.]
-Teens and educators learn what local companies make and who they sell to
-Focus on kind of jobs available in manufacturing

WHEN: (INSERT DATE) (Include pertinent start times as illustrated below)
XX:XX a.m. – Opening Introduction Speech
XX:XX a.m. – Remarks from Dignitaries
XX:XX a.m. – Plant tours and other activities begin

WHERE: [COMPANY NAME]
[PLANT ADDRESS]
[CITY, STATE, ZIP]

WHY: There is an increasing demand for highly skilled professionals in the manufacturing sector who can design, program and operate technology. Manufacturing Day is designed to introduce young people and others in the community to the manufacturing sector and career opportunities, and demonstrate the contributions manufacturing makes to the local economy. More information is available at www.mfgday.com.

More information contact:

[NAME]
[COMPANY]
[PHONE]
[EMAIL]

For a Microsoft Word template of the Media Advisory, click here:
<http://www.mfgday.com/playbook/MFGDAY-2016-Sample-Media-Advisory.docx>

Sample Photo Release – Manufacturing Day Event

PHOTO RELEASE

- A. If your company has previously held a Manufacturing Day event and you have a great photo that shows visitors enjoying their experience in your plant, you can send the photo with a press release or media advisory on the event you are planning for this year. Follow the instructions below, and on page 7 in writing a “caption” for your photo.
- B. If you get some great photos at this year’s event and want to try and get them published in the local paper after the fact, you can also use this same method, but ACT FAST. It’s not news if it’s old. Send your photo to the paper within 24 to 48 hours of your event and make sure to write a caption following the instructions below.

Send release to local editor or reporter via email and attach your photo image to the email. The following kind of information should be contained in the email message.

[COMPANY NAME] HOSTS MANUFACTURING DAY PLANT EVENT FOR STUDENTS, COMMUNITY

(CITY, STATE) MONTH DATE, YEAR – [IDENTIFY PEOPLE IN PHOTO AND DESCRIBE WHAT’S HAPPENING IN PHOTO] As part of Manufacturing Day 2016, [COMPANY NAME] opened its doors to students and the community as part of an effort to change people’s perceptions about today’s manufacturing environment and draw attention to the outstanding opportunities that a career in manufacturing can provide.

For a Microsoft Word template of the Photo Release, click here:
<http://www.mfgday.com/playbook/MFGDAY-2016-Sample-Photo-Release.docx>

