

WORKING WITH THE MEDIA TOOLKIT

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This Working with the Media toolkit is designed to help you create and implement a media plan for your NEA-supported project. These resources are a guide only—you should tailor your public relations strategy to what makes sense for your organization and your project.

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Questions on media outreach? Contact NEA Public Affairs at 202-682-5570.

SWISS CHEESE PRESS RELEASE FOR ART WORKS GRANTEES

This is a sample “Swiss cheese” press release that you can customize and send to local media outlets to announce your NEA Art Works grant. To use this press release, simply fill in the holes (the date, your organization's name, your contact information, etc.) and distribute it to media outlets in your area (local print, broadcast, and online media outlets).

Please distribute this announcement on or after May 6, 2015 the date of the national announcement.

If you are on social media, we strongly encourage you to use those platforms with the hashtag #NEASpring2015 and handle @NEAarts. Thank you!

DATE: *[On or after]* May 6, 2015

CONTACT: *[your contact person]*

***[Name of Organization]* to Receive National Endowment for the Arts Grant Award is among 1,023 Made Nationally**

[Name of City/Town]— Through its grant-making to thousands of nonprofits each year, the National Endowment for the Arts (NEA) promotes opportunities for people in communities across America to experience the arts and exercise their creativity.

In the second major grant announcement of fiscal year 2015, the NEA will make a *[\$ of grant]* award to *[Name of organization]* to *[Purpose of project]*. The NEA will make 1,023 awards totaling \$74.3 million nationwide in this funding round.

NEA Chairman Jane Chu said, “The NEA is committed to advancing learning, fueling creativity, and celebrating the arts in cities and towns across the United States. Funding these new projects like the one from *[Name of organization]* represents an investment in both local communities and our nation’s creative vitality.”

[Quote from ED or board chair]

[Project description]

To join the Twitter conversation about this announcement, please use **#NEASpring2015**. For more information on projects included in the NEA grant announcement, go to arts.gov

WORKING WITH THE MEDIA

BEFORE YOU BEGIN

Think about media opportunities as you plan your project.

- Look for “media-friendly” events such as those that will provide unusual photo opportunities or a performance component that will translate well to television and/or radio.

Become familiar with your local media outlets.

- Think about all types of local media—commercial newspapers (and their websites), radio, and TV; public broadcasting stations; community and alternative newspapers and newsletters; college and high school papers and stations; noncommercial and community access stations; listservs; news websites; membership websites (if relevant) and blogs.
- What is covered in different sections of your local newspapers?
- Does a paper have a specific desk for covering the arts, or does that fall to the Metro desk?
- Does a paper print arts-related stories on a certain day (or days) of the week? Does it print articles covering different disciplines on certain days of the week?
- Does your paper have an online arts section or arts blog?
- Do your local TV or radio stations have a locally-produced interview or magazine program? Is there a local radio call-in show that includes guests?
- Who are the TV or radio stations’ local arts reporters? Who covers community events or human-interest stories?
- Is there a local newspaper columnist willing to do a series on your project?
- Find out the outlet’s view on what makes a good story and how best to secure coverage of your project.
- Contact the section editor that covers arts news and speak with him or her directly.
- Think about whether you’ll want to have a website, Facebook page, Twitter account, or another online platform as part of your publicity strategy. (See the Using Social Media document for more information.)

ORGANIZING A MEDIA STRATEGY

Set media responsibilities.

- Determine who will serve as the main media contact. Ensure that the media can always reach your main contact person.
- Additional duties may include creating a media list, writing and distributing news releases and advisories, placing calendar listings, setting up interviews, securing photographers, developing social media content, and handling any sensitive issues that arise.

Develop a timeline for creating and distributing press information about your project and any accompanying events.

- Include deadlines for writing releases, putting together press kits (digital and/or hard copy materials), confirming a photographer, etc.
- Remember that listings for media outlets' calendar sections generally have to be submitted at least 1-2 weeks in advance of the event for the print edition. Make sure to confirm the exact deadline with the outlets.

Develop a plan for “pitching,” or persuading reporters and editors to cover your project.

- Highlight aspects of your project that are interesting and unusual. For example, are you reaching a segment of your population that hasn't previously had access to your projects? Does your project have a local connection? Are you planning any special events?

Determine your spokesperson strategy (see the Choosing a Spokesperson document for more information).

- Assess the willingness of principals to speak to press. These interviews may be scheduled in advance, or on the day of an individual event.
- You may need to recruit and train spokespeople in addition to your staff to handle media inquiries.
- Develop media talking points for use by spokespeople. These should provide an overview of the project and its goals. Please note that these are generally not shared with media but are available to your spokespeople to answer questions consistently.
- Consider preparing, or having a prominent community leader write, an opinion piece for your local newspapers about your project.

Decide how to handle potential controversy.

- Prepare for a potential crisis or negative publicity by drafting a list of questions and answers you may receive from the media in such a circumstance.
- How will you respond to an argument or fight within a community over a controversial artist that is part of your project? How will you respond if a crisis forces you to end your project early?

Create a media list.

- Develop a media list to receive information about your project, targeting all local print and broadcast outlets. Make sure to include university news outlets, community or civic organization newsletters, local wire service bureaus (e.g., Associated Press), and online media, such as influential local and national bloggers.
- Keep the nature of your project in mind when deciding which newspaper editors or reporters to pitch. For example, an education reporter might cover a project that involves youth, while a political reporter might cover an arts event if local politicians are involved.
- Include newspaper photo editors on your media list. A photographer may cover an event even if a reporter is not available.
- You also should include newspaper columnists on your list, as they often write about a variety of subjects.
- Include each reporter's name, address, e-mail, and phone number on the media list.
- Many TV stations prefer to have event information sent to their newsdesk by email.
- You may want to add a "notes" column to your list to track if a reporter requests an interview, attends an event, writes a story, etc.

Plan what and when to announce to the media.

- Create a calendar of important dates for media announcements and advisories.
- Announce to the media your organization's NEA grant. You can use the "swiss-cheese press release" at the front of this toolkit to announce your project and any public events that might be part of it.

- Send out media advisories 3-4 days before each of your events highlighting the who, what, where, and when of the event.
- For each event, prepare a press release to distribute to media the day of the event. Plan to send the release to anyone on your targeted media list who does not attend the event.
- Prepare a press kit for media that includes the press release, biographical information on the project principals, a fact sheet on your organization, and general information on your project.
- Newspapers often will request pictures to illustrate articles. Think about staging some interesting publicity shots. You should have a print-quality (300 dpi or more, and at least 4x4 inches in size) electronic versions of the images available for emailing or downloading from your website. Make sure to include information about the availability of any photos in your press kit.

Follow up after you distribute the press release or media advisory.

- Make a follow-up phone call to each reporter or editor to whom you have sent the press release or advisory. Be prepared to pitch the story, emphasizing the important information in your press release and what makes your project unique, and to offer interviews with event principals.
- For any events requiring tickets, make sure to let the reporter know where he/she can pick up tickets. (Note that media tickets to an event are always complimentary.)
- Keep track of potential media attendees so that you know how many press kits (and tickets) you'll need.

THE MEDIA AND YOUR EVENT

Plan to take high-resolution, print-friendly pictures of your event.

- You will want to have a designated person assigned to take photographs at every event. It is useful to have high quality, high-resolution photos to distribute to media with a follow-up press release. Photographs are also useful for posting on your organization's website and social media platforms, as well as documenting the event in your final grant report or future grant applications.
- Think about what makes an interesting photo when staging your shots. An "action" shot is always more interesting than a "talking heads" close-up.

- Images should have a minimum resolution of 300 dpi and a minimum size of 4x4 inches for print or web publication.
- For key events, consider hiring a professional photographer.
- Inform the photographer of your expectations, including length of coverage, important shots, and post-event delivery of images.
 - ✓ Plan a shot list for the photographer, which is a detailed list of which photographs to take.
 - ✓ Arrange with the photographer to receive electronic copies of several of the best photos immediately after the event to include with the follow-up news release or post on your website and social media platforms.
 - ✓ For each photo, make sure to include caption information (each person that is in the photo, what's taking place) and the photographer's name. It's a good idea to track this information even if you're working with a volunteer photographer.
 - ✓ Make sure that your contract with the photographer is clear on what usage rights you have.
- Make sure to obtain permissions from anyone in the photographs.
 - ✓ Have a plan for getting subjects to sign a release form that will allow you to use their images in future advertising or media coverage. It is best to have subjects sign a release form at or soon after the event.
 - ✓ A release should include information about how the photographs will be used (e.g. in print publications, on your website, etc.) and for what purpose (e.g. for media or educational purposes).
 - ✓ Keep in mind that if you're photographing children under 18, their parents or guardian will have to sign the releases.
 - ✓ In addition to individual releases, consider making a general announcement at the beginning of each event alerting attendees that their likenesses may be used for future publicity.

Prepare for TV or radio coverage of the event.

- Check if the venue is equipped with a mult box, which allows TV and radio crews plug in their equipment and record directly from the venue's sound system.
- If the venue does not have a mult box, make sure there is ample room close to the action for camera and/or microphone set-up. Make sure the camera crews know of any restrictions to the recording of your event (eg. no flash or restrictions to the number of cameras that can be near the stage).
- On the day of the event, you may want to have this area roped off or otherwise reserved for media crews.
- Make sure to give each producer or camera tech a press kit. Have extra copies of the press release on hand as camera techs will sometimes only want a page that easily fits in a pocket.

Welcome media to the event.

- Designate a welcome area for media. You may want to have a table for handing out press kits, tickets, and any other press materials.
- The media contact (or a designated greeter) should welcome members of the media to the event, hand out press materials, and show media to the press seating area.
- Ask the media representative if he/she is interested in interviews with any of the principals, if these interviews are not already scheduled.
- Have a sign-in sheet for media to help you track where stories might appear, as well as improve future media lists.
- Designate an area for interviews. A member of the media team should escort any media to and from the interview site.

Follow up with media after the event.

- Consider a follow-up news release to share your project's achievements.
- How many people participated in the project? What goals did you achieve? What are the short- and long-term effects in your community?
- Also send the press release to any targeted media who did not attend the event.

- Send one or two photos from the event with the follow-up release.
- If your project has a website, post downloadable images from the event on a media page. You also can upload photos to your site and instruct media to follow up with your media contact to receive images.

MONITORING YOUR MEDIA COVERAGE

Keep track of all earned media in print, broadcast, and online outlets. Earned media is any news coverage of your project.

- Request corrections to earned media as necessary. Remember you can only request a correction for a factual mistake. (See the Requesting Corrections document for more information.)
 - ✓ Verify if the error is the news outlet's mistake or if they received incorrect information from the project's media contact.
 - ✓ Contact the reporter or editor ASAP after the story runs.
 - ✓ Be polite. Point out the error and provide the correct information. Make sure to acknowledge and apologize if the mistake was your organization's fault.
 - ✓ The news outlet may decline to run a correction. If that happens, just make sure to reinforce the correct information during your next media opportunity.
- If a reporter expresses an unfavorable opinion of your project, you might want to schedule a conversation to clear up any misunderstanding. Keep in mind that the reporter may not change his/her mind, and the outlet does not have to issue a correction unless it's a factual mistake.
- Draft a "media highlights" report of top earned media placements and so you can keep track of which media tactics were the most successful to use in the future.
- Consider adding links to online news stories to your website or sharing them via social media.

MEDIA RESOURCES

Your list of media contacts should include all of your community's print and broadcast media outlets as well as bloggers and pertinent national outlets or trade publications. You can use the resources below to augment your efforts to research the media community. This is not an exhaustive list. You may be able to find other resources through your local reference librarian or by using an online search engine.

- **Cision/Vocus, etc.**—There are a number of online media databases such as Cision and Vocus that track news outlets and reporters. You can search for print, online, radio, TV, etc. and create media lists for specific projects. These services often include information from specific reporters about what they do/do not cover as well as how they prefer to be contacted. These services usually are available by subscription.
- **News Media Yellow Book**—This resource, published quarterly, provides a directory of contacts for the country's largest daily, weekly, and trade newspapers and magazines. It also contains lists of radio and television networks, television channels, and radio stations. An assignment index includes a list of arts, culture, and entertainment reporters and editors.
- **Editor & Publisher DataBook**—This resource is available as both a print publication and online and includes most daily, weekly, community, specialty, and free outlets.
- www.usnpl.com—This website contains a list of local newspapers, as well as local magazines and college newspapers.
- [Newslink.org](http://www.newslink.org)—Similar to <http://www.usnpl.com>, this website sorts outlets by state and contains lists of business and specialty newspapers. This website also contains lists of TV and radio stations by state and by category.
- [Dailyearth.com](http://www.dailyearth.com)—This website lists newspapers by state and also has a subset of major metropolitan dailies.
- **Mondo Times** ([mondotimes.com](http://www.mondotimes.com))—This website covers media worldwide and contains a thorough list of local newspapers and magazines as well as radio and TV stations.
- [NPR.org](http://www.npr.org)—On the National Public Radio (NPR) website, you can search by city to find local NPR affiliates.
- [Stationindex.com](http://www.stationindex.com)—This website lists most of the TV stations in the top 210 media markets with call sign and network affiliation.
- [http://radiostationworld.com/locations/United States of America](http://radiostationworld.com/locations/United_States_of_America)—You can search this page of the radiostationworld website for television and radio stations in several categories.

CHOOSING A SPOKESPERSON

Choosing the person who will be the “public face” of your project is an important decision. The person you want is someone who is completely at ease with public speaking, talking with the media, and being on camera in either a taped or live situation. Sometimes even the best program administrator is not the best public spokesperson, so please consider this role carefully.

The person you want:

- Is fully knowledgeable about your project.
- Is outgoing and at ease speaking in front of an audience.
- Is comfortable speaking with reporters.
- Isn't afraid of a microphone or a video camera.
- Has a degree of familiarity with local media.
- Understands deadlines and the importance of disseminating information in a timely manner.

The person you don't want:

- Is juggling so many other tasks that returning reporter inquiries or making media pitches falls to the bottom of the list.
- Is extremely knowledgeable about your project but gets nervous talking to a reporter or a room full of people.
- Is uncomfortable with the idea of being on television.
- Doesn't normally read the local paper or watch the local news.

Talking points should be given to your spokesperson(s) to study before an event so that there is a familiarity with your project and its goals and any important messages that should be shared.

RADIO AND TV ETIQUETTE

Not everyone is used to being on radio or television and sometimes all the equipment, the precise timing, the unusual jargon, and even being in the presence of local “celebrities” can be a little intimidating.

The following points are meant to make giving radio and TV interviews as uncomplicated and as smooth as possible.

RADIO

Before the interview:

- Find out who will do the interview and how long it will be. Plan your answers accordingly. If the interview is five minutes long, keep your comments concise and don’t ramble. (But don’t give monosyllabic answers either.) If the interview is 30 minutes, you can respond in more detail or perhaps be ready with an anecdote or two about your project.
- Find out the format so you’ll know what to expect. Is this a live interview? Is it live-to-tape? (Meaning it will be recorded as if it were live, with no editing when it is played back.) Is it recorded in order to be edited for sound bites? (Meaning the reporter/producer/announcer will pick out some of your answers and play them) Is it a call-in format such that listeners can ask questions of the interviewee?
- Send your interviewer or the producer information about your project in advance of the interview. There’s no guarantee they will read it, but the more you can do to inform the interviewer, the better the whole exchange will be. If you want to talk about specific events, make the host and producer aware of that.

The interview:

- **IN PERSON/IN THE STUDIO:**
 - Be on time. Radio and television work in precise time. Programming is scheduled to the second. If you’re told to be at the studio for a 10:30 a.m. interview, it’s not okay to show up at 10:32. Arrive with about 15 to 20 minutes to spare so that there’s time to get some water, get a mic on, and take a breath.
 - They may or may not give you headphones to wear.

- Feel free to bring some notes if you like. It's radio. No one can see you looking at your notes.
 - Radio is an intimate medium, so relax and have a conversation. Don't think of it as talking to thousands of people. Think of it as a one-on-one conversation.
 - Always assume your microphone is "on." Never say anything while you're in the studio that you don't want the listening audience to hear.
- **OVER THE PHONE:**
 - Make sure you're clear on whether you're supposed to call the station or someone from the station is supposed to call you.
 - Keep in mind that you will need a land line for the radio interview, rather than a cell phone.
 - If you're supposed to call, make sure you get the correct phone number—and a back-up number just in case. Find out how long before the interview they want you to call in and make that call on time. Be prepared to stay on hold for a few minutes, during which you will likely hear the on-air product.
 - If the station is calling you, make sure they have the correct number and a back-up and make sure you are available at the appointed time.
 - Everything else is the same as above.

TELEVISION

Before the interview:

- Just as with radio, find out who will do the interview, how long it is, and in what format. Is this for a news story? Is it for a public affairs program? Is it a live shot? Is it taped?
- Live television works in even more precise times than radio. Everything about being on time applies double to TV. Most often, a TV interview won't be in the studio, but if it is, be on time and dress appropriately.

The interview:

- Everything that applies to radio applies here as well.

- Where do I look?
 - If the interviewer is with you, look at the interviewer. Don't worry about the camera.
 - If the interviewer is in another location (such as with some live shots, when the anchor speaks from the anchor desk to the subject who is on location), look directly into the camera.
 - TV news is fast-paced. Be ready to talk about the top three messages about your project.
- What do I wear?
 - Wear flattering, professional clothes in solid colors or soft patterns. Avoid wearing lots of white as this "flares" on camera. A suit may not be necessary, but a tee-shirt with a logo isn't a good idea.
 - One thing to bear in mind is that TV studios are often chilly.

FOLLOW UP

It is always a nice touch to send your interviewer a hand-written note of thanks for the opportunity to publicize your project via their program. It lets them know that their efforts were appreciated and made a difference—and leaves them inclined to deal with you again on something else your organization may do in the future.

USING SOCIAL MEDIA

There are many options for promoting your project in addition to external media (newspapers, radio and TV, magazines, online versions of these outlets). Social media tools such as blogs, [Facebook](#), [Pinterest](#), and [Twitter](#) are useful, free resources that can extend the reach of your message. With social media, you play a different role: you take on the role of the journalist, telling your story directly to your community. This document will familiarize you with some of the most popular social media tools that can enhance your public relations strategy.

Here are some key ideas to consider when planning your use of social media.

Look at the big picture – Social media is a tool, not a strategy. Integrate social media tactics into your overall media outreach plan. Make sure your external media and social media tactics cross-reference each other (i.e., the blog points readers to the newsroom and vice versa).

Explore the field – Spend some time getting familiar with the social media platforms you’re considering by setting up and using a personal account before you take part on behalf of your organization.

What’s your goal? Clarify why you are using particular social media channels as tactics for your organization or announcement. Are you trying to reach a new audience? Drive more people to your website? Position yourself as an expert in the field? Is this a short or long-term campaign?

Pick and choose – You don’t need to be on every social media platform. Decide which tools are appropriate for your project or organization, and focus on those. The type of content you have will also help guide your social media choices. Do you often get high-quality photographs from events? Then consider the photo sharing site [Flickr](#) or Pinterest. If you want to publicize events, consider Facebook. Twitter is a great forum for holding online conversations about your event.

Make a game plan – Social media tactics are as time-intensive as external media tactics. Know what you can sustain and create a plan. Who will write and/or edit the content? How long will it take to write/edit/get any necessary approvals on the content? How often do you plan to publish fresh content? Who will monitor your social media channels and respond as appropriate to comments/questions from the public?

Find your voice – When developing content remember social media users are looking to build a community around interesting, informative, useful, and fun content. In other words, they are looking for personality. Make sure your content providers are not only strong writers but also interesting writers who users will want to hear from on a consistent basis.

Use the “80/20” rule – Social media is about sharing so a good rule of thumb is to use 80 percent of your social media content to reference content by other organizations and experts. For example, invite

guests to post on your channels. “Retweet” a relevant post or link to an article about your field. See what others are doing in social media and use those ideas. Use the other 20 percent of your posts on self-promotional activities, announcements, and conversations.

Engage! It’s called social media for a reason. Aim for two-way interactions and conversations. That means enabling comments on your blog, or YouTube, for example. Follow at least one or two blogs in your field of interest and engage with them.

Make it easy to share – Make sure your social media channels are easy to find on your website. For example, add the “follow me on Twitter/Facebook/YouTube/other” buttons to your website home page, newsroom page, etc. Include social media channels on your press announcements and in your organizational e-signature. Mention social media channels at your events. Social media is part of your branding effort, so be consistent with the look and messaging across all of your social media platforms.

Measure what you want to know—every organization has different ways of measuring engagement. Is it the number of clicks on a certain link? Is it the amount of time a user spends reading your content? Is it ticket sales? Think about which metrics are important to your organization, and develop a strategy for measuring those elements. While there are paid services out there to help with this step, there are also many free services available that you can group together to get a fairly robust picture of your content’s performance.

SOCIAL MEDIA PLATFORMS

Blog

- Blogging is one of the easiest ways to get started with social media. There are many free web hosts (such as [WordPress](#)) to help you get started. Blogs are an ideal platform for sharing your opinion or resources, rather than reposting your organization's news announcements. Design your posts with your audience in mind (brief, scannable copy is preferable), include guest posts, interviews, and profiles of subjects of interest.
- Consider enabling the comments feature on your blog to give your community a way to interact with your organization and with each other. Make sure to develop (and post) your comment policy: will the comments be moderated/unmoderated; if the comments are moderated, what’s the review type; what types of comments will be deleted, etc. Also think about how you will respond to comments, e.g. questions about your project, interesting discussions, etc.
- You should expect to publish new content a minimum of 1x/week. If you are publishing less than 3x/week, be consistent on which days you publish.

Twitter

- Twitter is often known as microblogging; you can send out a maximum message of 140 characters. Since this maximum includes your “Twitter name,” or handle make sure to choose something that’s both recognizable as your organization but not overly long. You can register for a free Twitter account at www.twitter.com. You develop a community by “following” people (signing up to get their Twitter messages sent to you) and by getting other people to follow you.
- To start you may want to follow arts organizations in your community, experts/leaders in your field, print and on-line journalists who cover your organization, and other supporters. When you register for a free Twitter account, you’ll have to select several Twitter accounts to follow (get their Twitter messages sent to you) so use [Twitter directories](#) to find journalists, audiences, artists, supporters, etc. You can also find interesting people to follow by browsing the follower lists of handles you follow.
- Conversations on Twitter are often grouped by hashtags, e.g. #artsed, #BarackObama, etc. Consider creating a hashtag around an exhibit or event to encourage community comments and feedback. Advertise this hashtag on Twitter, in print PR, and at the relevant event.
- Your Twitter frequency will vary according to the content that you have to publish. Aim for at least 1-2 original tweets per day. You can also increase your presence by retweeting (aka RT) interesting or relevant items that have been tweeted by your followers. It’s also okay to send out a link you found on someone else’s Twitter stream with your own take on it. (Just make sure to give them credit with “h/t” (hat-tip) or “via.”
- Use your 140 characters economically. Best practice is to make your tweets around 100 characters to allow for maximum ease of RTing by your followers without editing.
- You will not want to retweet everything that the people/organizations you’re following post, so develop guidelines for the types of content you’re RTing. For example, your organization might decide not to RT anything that includes links to a commercial site, such as Amazon or E-bay.

Facebook

- Facebook is an online community space; you can register for an organization page at www.facebook.com. The basic building block of a Facebook page is the “wall.” On the wall, you can post status updates about your organization. You can also enable your wall so that your Facebook fans/friends can write comments about your organization. A Facebook page is a great forum for soliciting feedback, anecdotes, and photographs from your organization’s events. You can do everything from hosting special events just for your Facebook fans by releasing a special code, to having a live webchat for your fans, to running a contest.

- “A picture’s worth a thousand words” is particularly true on Facebook. Consider posting your stories as a photo with a short description of the content or provocative quote, and a link to the full content.
- You should aim to update your Facebook status update at least once a day. You can set up your Facebook page to also have feeds from your other social media accounts, e.g. your blog, Twitter, YouTube, etc. so it will also be updated every time one of these platforms is updated. Remember you can always pre-schedule posts to run at a time when your followers are most active on Facebook.
- You can repurpose content that you gather for your blog and other social media platforms on Facebook. For your status update, you might want to elaborate on the briefs you send out via Twitter. Facebook is also great for posting “photo albums” from events, hosting live chats with curators, experts, or other appropriate people. It’s also a good forum for posting extended answers to questions from your constituents.
- Make it easy for people to share your news. Set your Facebook privacy filter to “everyone” to allow people to share your Facebook page on their walls.

Pinterest

- [Pinterest](#) is the fastest growing social media outlet, with 70 million users.
- On Pinterest, you create virtual pinboards of images, which are usually linked to a website. The number and types of boards are limited only by your imagination. For example, if you are doing a book event, you might create a board of quotes from the book, the author, and other related quotes. Or you might create a board of images from a theater production or gallery exhibit.

YouTube

- [YouTube](#) is an online community space for posting videos. YouTube is the #2 search engine after Google, making it a powerful channel to reach audiences. The average viewer spends 1-2 minutes watching a YouTube video, so plan your videos accordingly.
- Low-cost, user-friendly video and editing equipment is available. Be aware that video production and editing are time-consuming activities, so let that inform your content plans.
- Frequency of video postings depends on your content, schedule, and objectives for this channel. Regular, consistently scheduled posts will build a larger following.
- YouTube offers easy captioning options to make your videos more accessible.

- Organize your content. On your YouTube Channel, create playlists of particular topics to help viewers find videos of interest. You can set up your channel so that viewers can comment on your videos, share it, or embed your video on their site.
- When you upload a video, give it an appropriate title. In the description section, include a link to your website, and consider a phrase like “please leave me a comment and rate my channel,” then a brief description of the video with key words to help viewers find your video.
- YouTube video tags are keywords that help viewers find your video when using the YouTube search engine. These tags also help YouTube suggest "related videos" that come up with a viewer is finished watching a video. Consider these factors when completing the tag section.
- Use the free YouTube analytics to understand your audience and its viewing habits.

There are many more social channels to help share news about your project. Host a [Google Hangout](#) on Google + to share your programs and events. Is your audience on photo/video sharing platforms like [Instagram](#), [Vine](#), or [Flickr](#)? Consider those platforms to post or share photos or brief videos. On platforms that use hashtags, make sure to tag your content to help people who are interested in the program find your content.

SOCIAL MEDIA RESOURCES

- [Mashable](#) is the top source for news in social and digital media, technology and web culture.
- [Technorati](#) is the leading blog search engine and directory, it indexes more than a million blogs, tracks the authority and influence of blogs, and popular topics in the Blogosphere.
- [Patch.com](#) is a community-specific news and information platform that provides comprehensive local coverage for individual towns and communities. Community members have the option of creating Patch blogs for their local Patch network. You could be the next blogger on culture in your community!

REQUESTING A CORRECTION

It's a good idea to monitor the earned media your project garners for accuracy. Though you'll do your best to make sure that media receives accurate information about your project, there still may be instances in which the information that gets into the news is incorrect. Here are a few tips on deciding when to request a correction and approaching the news outlet about the correction.

- Prevention is the best medicine: Always send media written copies of your program information before or as a follow-up to an interview, even if those program basics are covered in the interview.
- You can request a correction for any information that is factually inaccurate. Examples include the amount of your National Endowment for the Arts grant or the dates of your project.
- Before you contact the news outlet, make sure the mistake is their fault.
 - ✓ Double-check the accuracy of any program materials you've sent to media including FAQs, your grant announcement, etc.
 - ✓ Make sure that the briefing materials you have given to your spokespeople are accurate.
 - ✓ You can still ask for a correction even if it was your fault, but it is good media manners to acknowledge if it was your mistake.
- The number one rule of approaching a media outlet to ask for a correction is be polite and professional.
 - ✓ Whether contacting the writer or editor by e-mail or phone, frame the "ask" as a request not a demand.
 - ✓ Don't cast blame. Simply point out the error and provide the corrected information.
- Make sure to also emphasize the correct information during your next media opportunity.
- If the print outlet can't or won't include a correction in its print edition, ask that the story be corrected in the online version.