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# *Media Release of the New WIC Foods*

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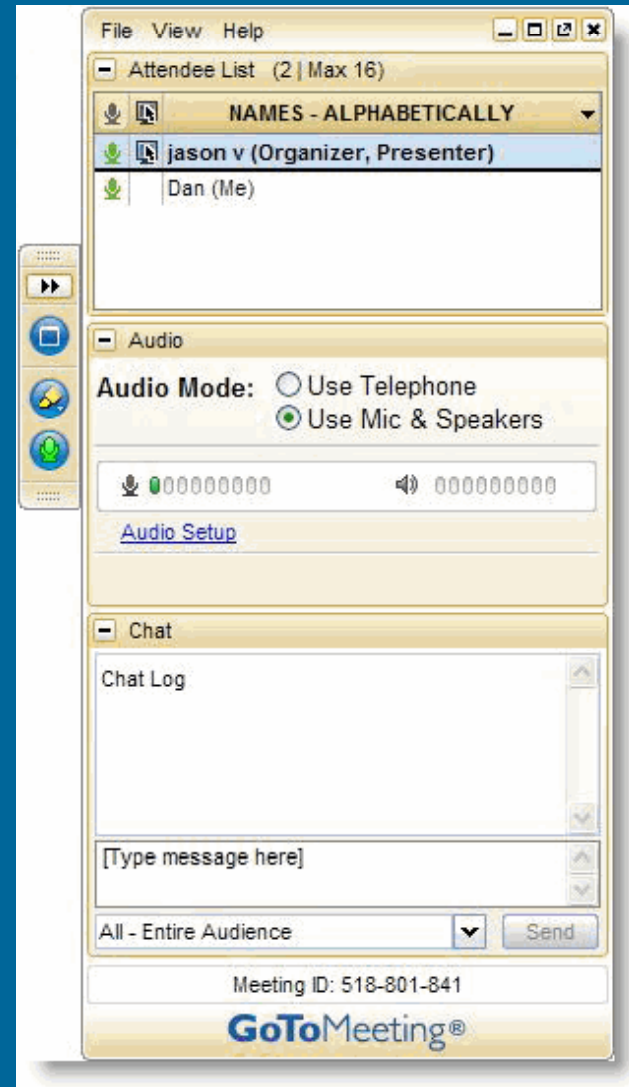
# Goals/Objectives

- Explain the States plans for the media release of the new WIC foods
- Plan a local media release of the new WIC foods



# Ground Rules

- Use the control panel to ask questions, chat, or use “raise hand” tools (you can expand the control panel by clicking this button )



# Ground Rules

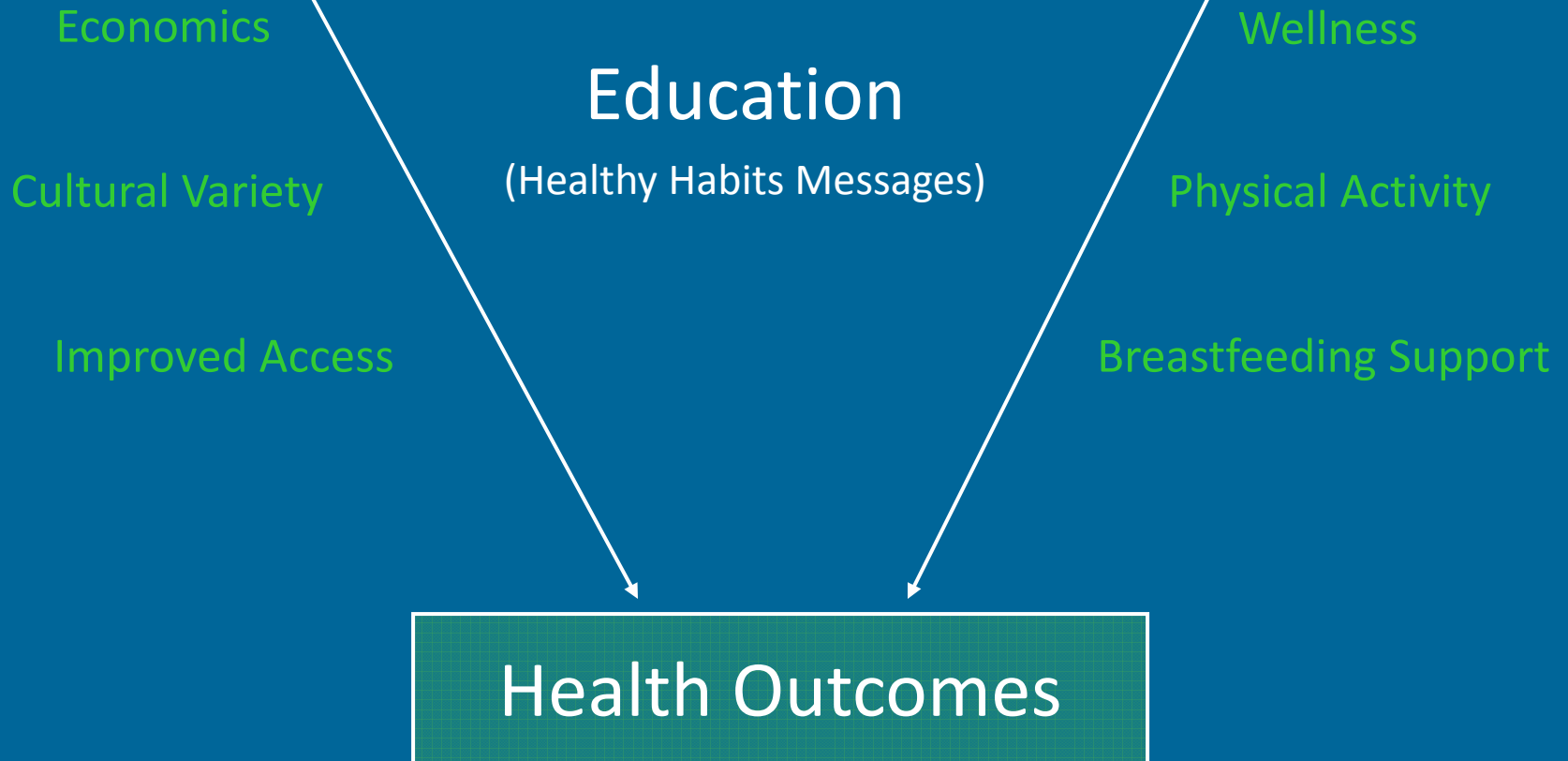
- You are muted as a default – please be patient while you are unmuted for questions.
- Please raise your hand when you want to speak.
- Do not put your phone on hold.
- You don't need to take notes.



# Media Event Overview

- Date in October/November to be determined
- Two hour event at NEVHC Sun Valley site
- Theme is “Better Foods, Better You” and goal is to promote arrival of new WIC foods
- Governor and First Lady, Sesame invited
- May include other celebrities and dignitaries
- Event team includes CA WIC, CWA, NEVHC, Network, OPA, RS&E, PainePR

# Better Foods, Better You



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# Media Event Activities

- Speaking component for invited guests
  - Cooking demo with celebrity chef
  - Health fair with booths for other programs
  - Activities for children
  - Tour of WIC site
  - Tour of local grocery store with WIC mom
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**It's QUESTION TIME !!**

# Media Toolkit

<http://www.calwic.org/newfood.aspx>

- Instructions and Timeline for Educating Media about the New WIC Food Packages
- Interview Guidelines
- Media Advisory Template
- Press Release Template
- Talking Points
  - Key Messages
  - Frequently Asked Questions



# Instructions and Timeline – Step One

- Compile local media contact list
  - Newspapers
  - TV
  - Radio
- Email addresses and phone numbers.



# Instructions and Timeline – Step Two

- Identify an appropriate local media contact to respond to reporters requests.
- Identify other local people to be quoted in the press release and to do interviews with reporters.
  - WIC participant
  - Health care provider
  - Vendor



## Instructions and Timeline – Step Three

- Review the Key Message Talking Points and the sample questions.
- Practice delivering the talking points and answering the questions.
- Add any localized information.
- Prepare your local people to be interviewed using the same materials.
- No matter what the question, stay on message!



## Instructions and Timeline – Step Four

- From ***October 12 to October 18***, arrange potential photo opportunities and interviews at your WIC site or at an authorized WIC vendor location with your identified local people.
- Make sure to get photo releases.
- Be sure to be with the WIC participant during the interview.



# Instructions and Timeline – Step Five

- CWA will send you a template *Media Advisory by September 30* for local information to be inserted.
- Send out to the local Media Advisory *one week before* you plan to have an event or set up your interviews.



# Instructions and Timeline – Step Five

- ***On October 5 to October 16***, email or fax the Media Advisory to local reporters, radio and television stations.
- Make follow up calls to the media to determine interest in the story.
- Insert the Media Advisory as the body of the email.



# Instructions and Timeline – Step Five

- Insert the Media Advisory as the body of the email.
- **Subject Line:** Better Foods for Moms and Children or Better Foods at WIC
- **Body Content:** The Media Advisory below will assist you in making your media contact to set up interviews and photo opportunities.

We will be sending you a Press Release that localizes the issue. You'll be able to see how the WIC program contributes to our local economy and provides better foods to the 1.45 million WIC participants in California.

- **Insert Media Advisory in *body* of email, not as an attachment** Insert your local information in the fill-in-the-blanks Media Advisory.



# Instructions and Timeline – Step Six

- CWA will make available a template *press release on October 7*
- Include your local information
- Send to reporters who plan to write or broadcast a story



# Instructions and Timeline – Step Six

- ***On October 12 to October 23***, email or fax localized Press Release to local reporters, radio and television stations.
- Make follow-up calls and offer yourself as a resource.
- Let reporters know about the web based food package resources located at:

<http://www.calwic.org/newfood.aspx>

<http://www.calwic.org/webinars.aspx>

<http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx>



# Instructions and Timeline – Step Six

- Insert the Press Release as the body of the email.
- **Subject Line:** Better Foods for Moms and Children or Better Foods at WIC
- **Body content:** Last week, I sent you a Media Advisory about the better foods for moms and children at WIC. The better foods come after 35 years since the program started including fresh fruits and vegetables, whole grains and soy products.
- **Insert Press Release in *body* of email, not as an attachment.** Insert your local information in the fill-in-the-blanks Press Release.



## Instructions and Timeline – Step Seven

- ***Between October 6 and October 24***, call the reporters whom you sent the media advisory and press release.
- Encourage him/her to run the press release or do a story on the better foods WIC is providing.
- Emphasize the local aspect of the story and the fact that you can arrange interviews with a variety of individuals, including mothers who are breastfeeding and health care providers and vendors.



# Instructions and Timeline – Step Seven

- Make your pitch lively, short and compelling:
  - This is the story, here's the problem/good news.
  - This is why I think you should write about it/broadcast the story.
  - Here's how I can help.
  - Is there anything else you need?
- If the reporter engages you in conversation, make sure your comments are succinct.
- Have your Talking Points available to keep to the message.



# Instructions and Timeline – Step Eight

- If you have any questions or concerns, contact Robbie Gonzalez-Dow, California WIC Association, 831.521.7208 or [rgonzalez@calwic.org](mailto:rgonzalez@calwic.org).



## Instructions and Timeline – Step Nine

- Collect copies or tapes of successful media placements and congratulate yourselves on a job well done!
- Please forward copies to Robbie Gonzalez-Dow at [rgonzalez@calwic.org](mailto:rgonzalez@calwic.org) or Karen Farley at [kfarley@calwic.org](mailto:kfarley@calwic.org).





**It's QUESTION TIME !!**

# Interview Guidelines

- Return a reporter's call promptly.
- Take your time.
- Hold all telephone calls during the interview.
- Deliver your key points up front.
- Use simple, direct language, do not use jargon or acronyms, and keep your answers short.
  - Define exclusive breastfeeding consistently: The infant receives only breast milk, no other food or fluid.



# Interview Guidelines

- **You don't have to answer every question.** Validate the question, but use “bridging phrases” to take your response where you want it to go.

## *Sample Q&A:*

*Q – Don't some breastfeeding infants need formula in the first month until they learn to breastfeed?*

*A – Some may need formula for medical reasons, but most moms don't. What a breastfeeding mom needs is breastfeeding support so that she can carry out her goal of breastfeeding her infant and we provide that at WIC.*

- **If you don't know the answer, say so.**
- **Don't talk off the record.**
- **Use personal stories and examples to humanize your comments.**



# Interview Guidelines

- **Feel free to challenge.** Don't let a reporter put words or phrases in your mouth. Instead, cite examples and facts that support your message.
- **Suggest additional people to interview.** Have contact names and information available.
  - If you find a mother for the reporter to interview, **make sure you are able to be with the mother when the reporter talks to her** to support the mother and make sure our messages are presented.





**It's QUESTION TIME !!**

*Ready, Set, Go!!!*

