

## Hype It Up!

The best way to reach the public about Internet safety and i-SAFE America is by shouting out to the media about the hot things you're doing to keep your community safe! There are so many different ways you can get the word out through television, radio, and newspaper. i-SAFE is here to make your job easier by providing you with the basics to get you jump-started.

### Radio and TV PSAs:

Every station across the country plays Public Service Announcements, so why wouldn't they play one of yours? All the PSAs are on the i-SAFE website at [www.isafe.org](http://www.isafe.org). Contact the programming



department of the local Radio and TV stations in your area and ask them to play the PSAs. Give them the 411 on what i-SAFE is all about and why it's important for them to play these PSAs. It's as easy as that!



### Writing Your Media Alert

1. Use the media alert sample in the Toolbox section of the Toolkit.
2. Change the date, time, and location to fit with your event.
3. In the "What" section, tell the world why your event is the place to be that day. Let them know about the great photo opportunity you've set up for the press. Describe the best of what's going on and the people they can talk to when they get there. Make it sharp, quick, and concise.
4. The "Press Contact" is you! Give them all your info and how to contact you onsite.
5. Save it, print it, and send it to the media. Let the media Hype It Up!

### Contacting Your Local Media

#### Television News

Watch TV! Local news is on some, if not all, of these channels: ABC, CBS, Fox, NBC, WB, and UPN. Find out the local station's call letters and look them up on your favorite search engine. Each website should have a link that says "contact us." That's your key to getting inside. Call the number listed and notify them that you're a student and that you have a story for the news. Explain to them about your event and why they don't want to miss it. Ask for an e-mail address or fax number and send them your Media Alert right away.

#### Newspaper

Grab a copy of your local newspaper. In there, they will have a list of editors to contact for news stories. Find the one that would be best to cover your event. Is it the education beat? The technology beat? Maybe it's both! If you're in a larger city go for the big paper and the community paper to get the most bang. Just as with television, phone them about your "can't-miss" event and send the alert out immediately.

#### Radio News

If you listen, they will come! Go for your favorite radio station. Avoid the "hotline" because we know they never answer that phone. Go to the website and find the Program Director and a main number. This is the person in charge of telling the DJs what to play and who to talk to. Get in with them and you'll soon be on the airwaves hyping i-SAFE and your event! Ask your parents what talk radio they listen to and have them help you. Talk radio show Producers' control what's on the show. They line up the interviews. Tell them what your plans are and before you know it you'll be on the radio plugging your i-SAFE event.

You are now a representative of i-SAFE America. Don't be shy. Be prepared when you call. A good reporter will ask you questions. This is your event and you know why they should be there. Get them there! Good luck with your event and the media coverage. Let us know how it turns out at [mentors@isafe.org](mailto:mentors@isafe.org).



California Mentor raises awareness speaks to DRiVE TV about the dangers of the Internet.