Engaging with Media
September 14 - 22, 2019

driveelectricweek.com
Engaging with Media

Kylie Morgan

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Guest Speakers

James Reach
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Former Transportation Chairman of the Los Padres Chapter of the Sierra Club

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Concordia, KS

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Securing Earned Media

What makes your event unique?
• Think: *If I were a reader, would I click + share?*

Work with Local Influencers
• Involve public officials, celebrities, organizations + community leaders.

Amplify State + Local Efforts
• Ribbon-cutting new charging stations, display city fleets, city proclamations, new policies or VW settlement plans in electric buses / charging stations

Share Compelling Local Stories
• Dispel myths, show human impact, reach new + diverse demographics.

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Compelling Media Coverage

- ✔ Branding
- ✔ Packed House
- ✔ Engaged Crowd
- ✔ Diversity
- ✔ Ceremony
- ✔ Entertainment

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Rules of Engagement

- Local reporters / bloggers / editors
- Clear, concise subject line with event date
- Email individually or BCC, **do not CC**
- Format emails
- Avoid Exclamation marks !!!!
Rules of Engagement

• Short and simple
• Eye - catching
• Pyramid style = important things first
• Email FIRST, phone SECOND.
What am I going to say?

**Messaging:**

- ✔️ KISS: Keep it Simple, Stupid! (at least for TV)
- ✔️ Start with your strongest statement
- ✔️ Be passionate and positive about solutions
- ✔️ Practice in advance

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Assemble your team

Decide who will …

- Introduce public officials + speakers
- Accept the proclamation, cut ribbon; etc
- Take *hi-res* photos
- Live tweet, live stream and post on social media

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Timeline for Media Outreach

3-4 weeks → Calendar announcement
1 week → Media advisory to local reporters
1-2 days → Media reminder, pitch call
Day of → Call news desks, send press release

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You’re Not Alone!

Sierra Club will send City Captains specific media contacts for your state 1-2 weeks prior to the event
Media Alerts

[You can add local groups and logos here]

Media Alert [DATE of sending advisory to reporters, about two weeks, then 3 days before event]

Contact: [PHONE] [EMAIL] [XXXX-XXXX]

[CITY/REGION] Takes Part in National Drive Electric Week with [EVENT]

WHAT: [Thousands, hundreds or dozens] of [City/Region] electric vehicle drivers and enthusiasts will [describe key dates or components of local event, e.g. parade along Main Street, ride-and-drives, elected officials, proclamations, celebrity speaker, total # of miles driven divided by participants], to highlight the clean-air benefits and cost savings of electric cars during the week of [Date]. The event is part of the [City/Region] annual National Drive Electric Week.

[Event title/short description of event, e.g. "Plug-in vehicles by [City/Region], Michigan Technology Center, Toyota, Ford, Honda and other automakers will be available for test ride-and-drives and EV chargers and products will be on display. CEOs and politicians will present a proclamation naming date as National Drive Electric Week in your area."

[CITY/Region]s event is one of more than 100 across the country where electric vehicle owners and their neighbors will hold electric car parades, "fossil-free" fuel protests, recognition of leaders promoting EVs, launches of new public EV charging stations and other public events.

WHEN: [Day of week] [Month] [Day] 2017

WHERE: [Venue/address of where the event is taking place]

VISUALS: [Describe key visuals or components of local event, e.g. parade, ride-and-drives, celebrity speaker, display of total # of miles driven divided by participants]

WHO: [Name and titles of speakers/celebrity people attending event]

[Teams organizing local event] is organizing the [Regional event]. [Local sponsors] are local sponsors. Plug In America, the Sierra Club and the Electric Auto Association are national organizers.

For a complete list of National Drive Electric Week events, visit:
https://driveelectricweek.org
Day of Event

- ID spokespeople ahead of time
- Confirm interview on-site
- Confirm **setting/spot** for interviews
- Offer guided tours of EVs and exhibitors
- Reminder: release waivers
- Provide hi-res photos / videos
- Press release + don’t forget to thank attending media
Letters & Op-Eds

- NDEW website at bottom
- Unique content + personal testimonials
- Positive + action focused

Letters to Editor

< 200 words
1 - 2 week lead time

Op-Eds

< 700 words
1 - 2 week lead time

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What if Media Doesn’t Show?

- Take lots of photos of your event
- Upload hi-res files to an online album
- Send photos, release + quotes from the event to your media list for online stories
- Be your own media outlet! Post photos, video, blog post to your own social media channels and website
- Use the #NDEW2019 hashtag
Social Media

DriveElectricWeek.org

Facebook / Twitter: @NatDriveElecWk

Instagram:

@NationalDriveElectricWeek

#NDEW2019  #DriveElectric
Facebook

DEMOGRAPHICS
Diverse age distribution
Serves as ‘home base’
Younger people leaving

FREQUENCY
2 - 3 posts a week
use images + videos

FEATURES
Live video streaming
Photo tagging (unlimited)

BONUS
Event promotion
Can tag sponsors, public figures

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Twitter

DEMOGRAPHICS
50% users under age 34
Majority college-educated

FREQUENCY
No limit
Quality over quantity

FEATURES
Live video
Photo tagging (10 max)
Hashtags (#) widen audience

BONUS
Used by reporters + officials

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Instagram

DEMOGRAPHICS
Less than 13% are above age 34
Used by women, POC

FREQUENCY
No limit
Unlimited hashtags #

FEATURES
Short videos
Photo tagging (10 max)
Hashtags (#) widen audience

BONUS
Hyperlapse + Boomerang
“Stories”
Questions within Stories
Social Media Tips

**POSTING**
Look for iconic visual moments
Capture people + crowds
Experiment with live video

**TARGETING**
Look up VIPs’ handles and pages in advance so you can tag and @mention with your content

**BOOSTING**
If you have the budget, boost FB posts + tweets to potential supporters outside your following or to your own followers

**TRACKING**
Monitor engagement (likes, shares, retweets, comments) and share with us in event report.

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1. Non-Tesla EV Promotion — New York Times Article
2. Corporate Sponsorships/Logos
3. Paper Flyers/Posters Distribution
4. Basic EV Ownership and Use Education and Information
5. Be Prepared with Your Own Talking Points
6. Level of Importance For Encouraging EV Adoption:
   1st — Economic Advantage, 2nd — Benefits to Environment, 3rd — Performance
7. Dignitaries/Incumbents all at same time (photo opportunity).
8. Newspapers, Radio, Television
9. Local Venue Issues — ICE bus promotion? No chargers at venue?

Oxnard, CA NDEW event. Photo by: Mike Pace, volunteer
1. Found a few EV drivers willing to drive long distances to participate and share rides/drives.

2. Hundreds of participants got to see their first EV ever (EVs are a rare site in NC Kansas)

3. Found a Dealer willing to loan us a Nissan LEAF for the day!
Engaging with Media

National Drive Electric Week 2020
Anna Cullen, Director of External Relations & Communications, The Ray

@annalcullen @therayhighway
Traditional /Earned Media

- Do your homework.
- Individual outreach > email blast
- Craft a pitch you would want to cover.
- Can’t find an email? Use social media!
- Didn’t get a response on email? Use social media!
Tips & Tricks

- Create compelling graphics – I like Canva.

- Expand your definition of “Media”
  - List servers that curate activities – those are pitches too
  - Influencers – take them seriously

- Create a folder with pitch language, images, etc. for your partners to use. Make it easy for your partners to help.
Email kmorgan@pluginamerica.org or larisa.manescu@sierraclub.org
THANK YOU!

We look forward to working with you to make **2019** the best Drive Electric Week yet!