

NEWS ALERT AND PHOTO/VIDEO OPPORTUNITY

[ADD: Company Logo]



SITE CONTACTS (DAY OF EVENT):

NAME
COMPANY
XXX-XXX-XXXX

MEDIA CONTACT:

NAME
COMPANY
XXX-XXX-XXXX

[ADD: COMPANY NAME] HOSTS GRAND OPENING FOR NEW BUILDING *New building features [ADD features]*

1. WHERE: [ADD: complete address]

2. WHEN: [ADD: DATE AND TIME MEDIA SHOULD ATTEND]

3. WHAT: [ADD: company name] is inviting media to the grand opening of its new office building located in [ADD: city]. This new building has been several months in the making and employees are thrilled to move into the new location.

Originally located in [ADD: previous city/location], the new building became necessary because [ADD: reason for moving]

[ADD: quote from owner on reason for moving]

[ADD: company name] offers general pest control and is proud to be a Certified Sentricon Specialist™ and provide its customers the No. 1 brand in termite protection¹ – the Sentricon® System.

4. WHO: [ADD names of those who will be on-site and what they can discuss with the media (i.e. An architect can talk specifics of new building, business owner can talk about pest control business, reasons new building was necessary, etc)]

5. VISUALS: [ADD visuals i.e. Ribbon cutting, all employees posing for a photo in front of new building, products specific to pest control company, etc]

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¹Jefferson Davis Associates, 2008

Always read and follow label directions.

Instructions for use of Media Alert Form

1. Provide the media with the specific address, plus any special directions necessary.
2. Do not provide the entire time you will be on site, try to give the media the best time to arrive. They will want to get in and get out quickly, so you don't want them having to stand around for hours before anything noteworthy happens. Chances are they would leave long before that. A one-hour window is usually a good best practice.
3. Explain what you are doing and why they should want to come to this. What's in it for their readers/viewers? It's good to include quotes from people who will be at the event.
4. Create a bulleted list of those who will be on site and available to talk to the media, their titles and what they will speak about.
5. What will the media be able to see and record? Include things such as live termites, termite damage, or a full Sentricon System installation.

Best Practices for Contacting Media:

- The best place to begin is by reading your local daily and weekly newspapers to find out which editor might be most interested in your release. It could be the news editor, the features editor, the community editor or the home and garden section editor. See if other service businesses are getting covered in the newspaper and then send your information to the person responsible for the section with coverage. If that is not possible, send it to the news editor.
- Send the news release to local media contacts via email. It will allow your information to be seen in a more timely manner. Include a brief introduction explaining why the news you have to share is relevant to the local community and timely, and be sure to personalize the information (e.g., Joe Smith, News Editor, XYZ Times).
- If your particular story is a visual one (e.g., local home with bad termite problem that has active termites and visible damage), consider contacting a television station. The best way to reach them is to fax and email a brief cover letter to the news assignment editor. Make sure to tell them the visual aspects of the story. Morning and noon news broadcasts may be more likely to be interested in stories about termites.