

A few notes regarding Media Advisories...

The Media Advisory is a combination of an announcement and an invitation. "Here's what's going to happen and why your reporter(s) should attend." Send it to all your media contacts, even those without reporters or staff. Sometimes they'll reply and tell you what they'd like you to send them after the event. They may also write and publish a short article based on it. Try to send it about a week before the event but remember that things can change quickly in the media business, particularly in television.

Media Advisories have the most value when attempting to entice a television station to assign a reporter. Even if there are no stations within a reasonable distance, they do have value. I have been surprised to have a reporter show up occasionally. Some stations have assignment reporters who work from home and can cover events in remote locations. In addition, print media may send a reporter to do a feature story. Both may be rare, but as the saying goes, "Nothing ventured, nothing gained!"

Media Advisory



AREA THIRD-GRADE STUDENTS TO RECEIVE DICTIONARIES FROM VALLEY GRANGE OF GUILFORD

CONTACT: Walter Boomsma, Valley Grange Program Director
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Cell: 207 343-1842

Make it easy to contact the right person. If it's one school, consider listing someone from it.

WHAT: Valley Grange proudly supports The Dictionary Project through its Words for Thirds program. The Dictionary Project has placed nearly thirty-six million dictionaries in the hands of schoolchildren worldwide. Valley Grange's local program extends across four districts and five schools. We've been doing this for over twenty years we've given out over 4,000 dictionaries!

WHO: Valley Grange Members will visit schools to present third-grade students with free dictionaries.

If it's only one event and one location, you can separate the when and where.

WHEN/WHERE: **Harmony Elementary School in Harmony** (approximately five students) Friday, November 8, 2024, from 10:00 a.m. until approximately 10:45 a.m.

Ridgeview Elementary School in Dexter (approximately 60 students) on Thursday, November 14, 2024, from 9:00 a.m. until approximately 9:45 a.m.

SeDoMoCha Elementary School in Dover Foxcroft (approximately 74 students) on Friday, November 15, 2024, from 1:30 p.m. until approximately 2:15 p.m.

NOTE: These are not considered public events; please do not post as such. This is an invitation to media representatives. **Please sign in at the school office if attending!**

RESOURCES: <http://valleygrange.com>
<http://www.dictionaryproject.org/>

This is an important section! You want to give the media a reason to send someone!

PHOTO OPS: Students learning about the Grange and seeing several "farmers' tools" demonstrated... getting "mail" by RFD that requires them to use their new dictionaries... learning some basic dictionary skills and how to use it like a farmers tool... competing in a "dictionary race."

REGARDING PHOTOGRAPHS AND VIDEO: Please note there will likely be children present who are not allowed to be photographed. Teachers and school personnel will help you with identification. Thank you for your cooperation!

Most media representatives should understand this, but it's an important reminder. If you copy your school contacts, you'll win some points and they'll be prepared.