Engaging with PR and Media

September 8-16, 2018

DRIVE ELECTRIC
National Drive Electric Week™



driveelectricweek.com



PRESENTED BY:

Plug In America

Electric Auto Association

SIERRA CLUB

Engaging with PR and Media

Plug In America

Kylie Morgan



SIERRA CLUB

Mary Lunetta



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.

Compelling Media Coverage



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

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

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

Timeline for Media Outreach

4 weeks	→	**calendar** announcement
1 week	→	**media advisory**
1 - 2 days	→	media **reminder,** pitch call
Day of	→	call news desks, send **press release**

You're Not Alone!



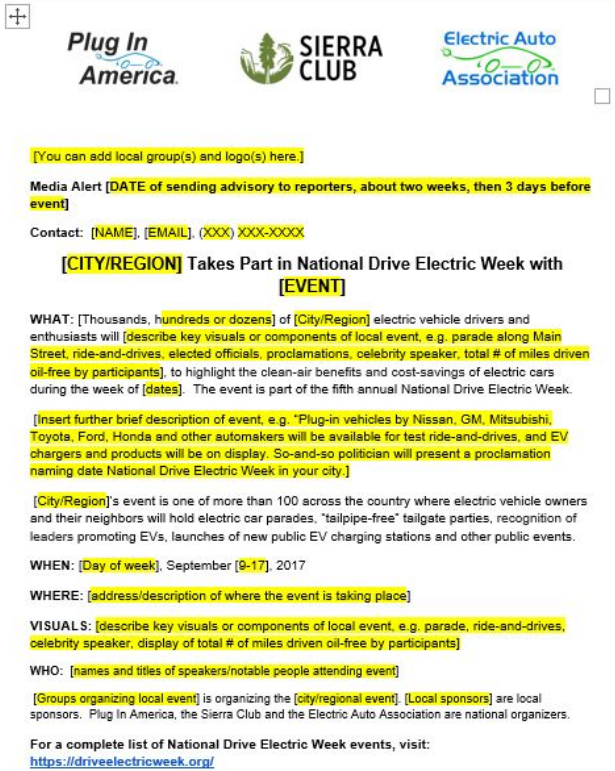
Sierra Club will send City Captains

specific media contacts for your state

1-2 weeks prior to event

Media Alerts

- Who
- What
- When
- Where
- Visuals



[You can add local group(s) and logo(s) here.]

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

Contact: [NAME], [EMAIL], (XXX) XXX-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 visuals or components of local event, e.g. parade along Main Street, ride-and-drives, elected officials, proclamations, celebrity speaker, total # of miles driven oil-free by participants], to highlight the clean-air benefits and cost-savings of electric cars during the week of [dates]. The event is part of the fifth annual National Drive Electric Week.

[Insert further brief description of event, e.g. "Plug-in vehicles by Nissan, GM, Mitsubishi, Toyota, Ford, Honda and other automakers will be available for test ride-and-drives, and EV chargers and products will be on display. So-and-so politician will present a proclamation naming date National Drive Electric Week in your city.]

[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, "tailpipe-free" tailgate parties, recognition of leaders promoting EVs, launches of new public EV charging stations and other public events.

WHEN: [Day of week], September [9-17], 2017

WHERE: [address/description 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 oil-free by participants]

WHO: [names and titles of speakers/notable people attending event]

[Groups organizing local event] is organizing the [city/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/

DRIVEELECTRICWEEK.ORG

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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 + thank attending media

Letters & OpEds



- ✓ NDEW **website** + contact info
- ✓ Unique content + personal **testimonials**
- ✓ Positive + **action** focused

Letters to Editor

< **200** words
1 - 2 week lead time

OpEds

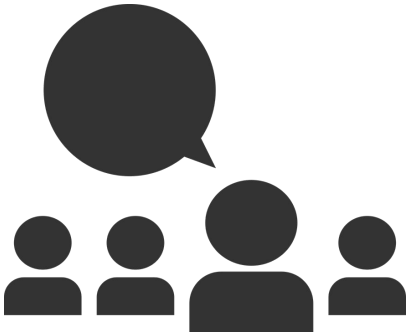
< **700** words
1 - 2 week lead time

What if Media Doesn't Show?

- Take lots of photos
- 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 #NDEW2018 hashtag



Social Media



DriveElectricWeek.org

Facebook / Twitter: @NatDriveElecWk

Instagram:

@NationalDriveElectricWeek

#NDEW2018 #DriveElectric

Facebook

DEMOGRAPHICS

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

FREQUENCY

2 - 3 posts day
use images + videos

FEATURES

Live video streaming
Photo tagging (unlimited)

BONUS

Event promotion
Can tag sponsors, public figures

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**

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

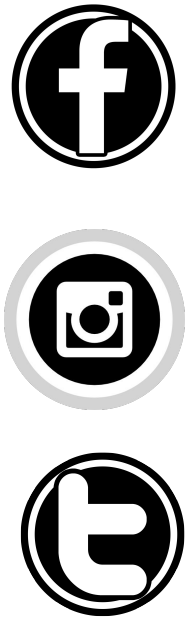
Social Media Tips

POSTING

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

BOOSTING

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



TARGETING

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

TRACKING

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

Q & A

Email kmorgan@pluginamerica.org or mary.lunetta@sierraclub.org



THANK YOU!

We look forward to working with you to make **2018** the best Drive Electric Week yet!