Guide to Module Customization

**Earning Media Coverage: Getting the Press to Come to Your Events**

**MATERIALS INCLUDED WITH THIS MODULE:**

* Annotated agenda
* PowerPoint slide deck
* Earning Media Coverage: A Step-by-Step Guide
* Earning Media Coverage Worksheet
* Sample Press Advisory
* Guide to customization

**HOW TO CUSTOMIZE THE CURRICULUM:**

**Materials that *require* customization:**

* **Sample press advisory:** This session relies heavily on the use of a local sample press advisory. This module contains a sample press advisory from Indiana, but you should replace it with a sample press advisory used in your state or, even better, in the chapter area where this training will take place.
* **Slide 1**: Insert trainer name, role and twitter handle, then delete the pencil
* **Slide 4**:Insert screenshots of positive press clips or headlines from your state, and then delete the text box and pencil
* **Slide 5:**  Insert names of nearby media markets in the top text box, and then delete the brackets and pencil.
* **Slide 14:** Insert guidance on what next steps you want volunteers to take to put these skills to use. You can also list any follow-up training here. Then delete the red brackets and pencil.

**Customizing by issue**

If you want to make this module issue-specific, just make sure the sample press advisory as well as the sample clips you use on **Slide 4** are focused on the issue of your choice.

**Making It Local**

This module is designed to be local down to the media market level. Make sure that the **Sample Press Advisory** you use is within the media market where your training will take place.

**PAPERLESS TRAINING**

We do not advise doing this training paperless. It is very worksheet and handout heavy, so you should not include this module in your training unless you will be able to print all the materials.

**TRAINING WITHOUT A PROJECTOR**

If training on this topic without a projector, the following visual aids are recommended:

* Posters on the wall:
  + Goals for the session
  + Agenda for the session
* Flip chart version of a “slide deck” (copy the content of the following slides onto a piece of flip chart paper, and present the session using flip chart paper as a visual aid, rather than a PowerPoint presentation):
  + Slide 5
  + Slide 6
  + Slide 13