



## 2019-2020 Braille Challenge Regionals Media Outreach Instructions

Please use the Media Advisory to reach out to regional media about your Braille Challenge Regional via email and conduct follow up via email and phone.

**Timing:** The ideal time to reach out is 1-2 weeks before the event. The best time to send the initial introductory email with the Media Advisory is Monday-Thursday prior to 11 a.m. Avoid sending after 5 p.m., during the weekend, or on a Friday, as media are less likely to be checking their inboxes at those times.

### Outlets to Send to:

- Local Newspaper news desks
- Relevant local newspaper and TV reporters
- Local TV newsdesks

Contact Jack Follman, Programs Marketing Specialist for Braille Institute ([jafollman@brailleinstitute.org](mailto:jafollman@brailleinstitute.org) 323-210-2584) if you would like contact information for your region's outlets.

**Messaging:** Include a very brief message above the Media Advisory introducing yourself and the event:

*Hi,*

*Included below is a media advisory for the [Regional Name] Regional Braille Challenge, a Braille literacy competition featuring inspiring blind and visually impaired local youth competing for the chance to compete in the Braille Challenge Finals in Los Angeles. Please let me know if you are interested in attending or sharing news about the event.*

*Best,*

*[your name]*

*[paste Media Advisory here]*

**Follow Up:** Feel free to politely follow up with media 1-2 times with an email or phone call after your initial email.

**Coverage:** Please send all media stories published about your regional by media to Jack Follman ([jafollman@brailleinstitute.org](mailto:jafollman@brailleinstitute.org)).

Please also share all stories on social media and tag Braille Institute's profiles on **Facebook:** @brailleinstitute & @brailleinstituteyouth **Twitter:** @BrailleInst **Instagram:** @brailleinstitute & @brailleinstituteyouth with the hashtag #BrailleChallenge