# National Infant Immunization Week

**Media Relations Toolkit**

# Appendices

Appendices

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**Appendix A: Press Release Template**

Use the template below to draft your own press release, which should answer “who,” “what,” “where,” “when,” “why,” and “how” of the event or activity. It also should include a quote from the appropriate person in your organization. The following sample press release includes further explanation of each section.

You can send your release out under embargo (i.e., reporters cannot publish stories about release until a specified time in the future) or for immediate release (i.e., not embargoed).

Press Release

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Embargoed Until/For Immediate Release Contact: Organization Name

**[DATE]** at 1 p.m. ET Phone number

Email address

[**Name of Your Organization**] **Holds [Type of Event] as Part of National Infant Immunization Week**

[**CITY, State**]—Today, [**Name of Your Organization**] is hosting a [**Type of Event**], which is expected to involve more than [**Minimum Number of Expected Participants**] from [**Name(s) of Area(s)**]. Some of the activities planned for today include [**Local Activities**].

[**Include Other Pertinent Information Regarding Your Event Here.**]

“National Infant Immunization Week provides a valuable opportunity for our community to tell people how important it is for children to be vaccinated,” said [**Name and Title of Spokesperson**]. "Childhood vaccinations are one of the best ways for parents to protect their children against vaccine-preventable diseases."

For more information about National Infant Immunization Week or childhood vaccinations visit [www.cdc.gov/vaccines/parents](https://www.cdc.gov/vaccines/parents) and [**Insert Organization website, If Applicable**].

**Appendix B: Media Advisory Template**

Use the template below to create your media advisory. The advisory should answer “who,” “what,” “where,” “when,” “why,” and “how” of the event or activity. It also should include contact information for your organization. A media advisory should be sent out before an event and again the day of the event.

Media Advisory

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**Contact Information –** Make sure to include your media or PR person’s information include name, organization, phone number and email.

CONTACT: Tom Jones

Organization Name

Phone: (XXX) XXX-XXXX

Email: XXXXX@XXXXX.COM

**[NAME OF YOUR DEPARTMENT] Holds [EVENT] as Part of National Infant Immunization Week**

**[CITY, State]—[**name of your DEPARTMENT] is hosting a [event], to honor (INSERT NAME] with [INSERT ORGANIZATION] for being a CDC Childhood Immunization Champion.

**WHO:** [LIST ANY VIPS AND OTHER ATTENDEES OF NOTE WHO MAY BE OF INTEREST TO THE PRESS. INCLUDE TITLES WHENEVER POSSIBLE.]

**WHAT:** [PROVIDE ADDITIONAL DETAILS ABOUT THE EVENT (I.E., WHAT ACTIVITIES ARE SCHEDULED, ETC.)]

**WHERE:** [ADDRESS OF THE EVENT LOCATION]

**WHEN:** [DATE AND TIME OF THE EVENT]

**WHY:** The CDC Childhood Immunization Champion Award, given jointly by the [CDC Foundation](https://cdcfoundation.org/) and CDC, honors individuals who are doing an exemplary job or going above and beyond to promote childhood immunizations in their communities.

**CONTACT:** [NAME, PHONE NUMBER(S), AND EMAIL ADDRESS OF CONTACT]

For more information about infant immunization and vaccine preventable diseases, visit [www.cdc.gov/vaccines/parents](https://www.cdc.gov/vaccines/parents) and [INSERT DEPARTMENT/ORGANIZATION WEBSITE, IF APPLICABLE].

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**Appendix C: Public Service Announcement Tip Sheet**

Public service announcements (PSAs) offer you the opportunity to promote infant immunization and NIIW activities and program to the general public for free.

**Motivating Public Service Directors and Producers**

Most TV/radio stations have public service directors who decide which PSAs will air. Public service directors are busy people who receive many PSAs every day. They are most likely to use PSAs that they believe are of local interest to their communities, and they often favor issues and causes related to health. Because infant immunization is an important issue that affects many families in your community, public service directors will likely find NIIW or infant immunization PSAs highly appealing.

The following tips will help you get your PSAs placed on radio stations.

**Know Who Is in Charge**

Radio station public service directors may have various titles, including community affairs director, advertising manager, or general manager. Call the station and ask whom you should contact about placing your PSAs.

**Write a Letter/Email of Introduction**

Once you have determined whom to contact, send a letter/email of introduction that includes the following information:

* Who you are and what your organization has to offer (this serves as a reminder so that if the station needs something about your subjects, they can remember you)
* The burden of vaccine preventable diseases and the importance of infant immunization
* Your success stories and how they have made an impact on your community
* Your plans for supporting infant immunization in general and/or NIIW
* A call-to-action—ask the radio station to support your activities by running PSAs. You might also see if they would want to interview one of your experts during a news program.

Remember to keep it local. The people in charge of PSA placement want to know how the issue affects their community.

**Meet Face to Face**

Follow up your letter/email by scheduling meetings with the public service directors at the radio stations where you want your PSAs to air. These meetings put a face on the issue and provide an opportunity for you to educate public service directors about issues related to infant immunization. It generally takes a few weeks for radio stations to put PSAs on the air, so you should schedule your meetings well in advance of your events or NIIW. Then, ask the radio station to run your PSAs before the event.

**Say Thank You**

Follow up your visits and meetings with thank you notes. Acknowledge radio stations once they use the PSAs. Send thank you notes and let them know how thankful you are that they were able to help raise awareness about the importance of infant immunization. If they are willing, you could mention or tag the outlet on your social media channels.

**Approach Radio Stations That Use PSAs**

Not all radio stations use PSAs. Do your homework and listen to the radio stations in your community and approach those stations that already air PSAs. If you live in a large metropolitan area, it might be challenging to get your PSAs placed on the most popular radio stations. Ask if there are other ways to get your infant immunization promotion message out to the community. Remember to think of minority and low-band radio stations as well.

**Seek a Media Partnership**

Often the media, including TV and radio stations, newspapers, and magazines, will sponsor community events. When they do, they actively promote the event by giving PSAs premium placement and even producing PSAs. If a media outlet does agree to a sponsorship, they usually ask that the organization co-brand the event. There is one downside to a media-sponsored event—competing media will not use your PSAs. This downside could be far outweighed by the benefits of gaining premium PSA placement and visibility with the media outlet with which you form the partnership. Weigh your options and assess whether a media partnership makes sense for your event or organization.

**Reaching Diverse Audiences with PSAs**

Media serving diverse communities offer an outstanding opportunity for PSA placement, especially if you offer in-language PSAs. The key to placement in ethnic and specialized media is to make all communications meet the needs of that outlet’s target audiences.

Ensure that you share any immunization data related to your audience and include any research conducted among diverse subgroups that is relevant to their listening audience. For example, if the listening audience is primarily Puerto Rican, convey research findings and include that this was tested among Puerto Ricans.

If you are focusing on Hispanic radio stations, for example, make sure you provide both Spanish and English versions of the PSAs—there has been a growing trend toward Spanish media using both languages. Independently owned Spanish language radio stations at the local level, for example, are more willing to play PSAs if they are culturally relevant. These stations have a vested interest in their communities.

Be sure any correspondence to the media outlet is in Spanish. Although public service directors at Spanish-language radio stations are likely fluent in both English and Spanish, they will appreciate the sincerity of your pitch if it is in Spanish, and the gesture will increase your opportunity for placement.

**Appendix D: Checklist for Conducting a News Conference**

If properly used, a news conference can be a good way to provide media with information on Childhood Immunization Champion events, particularly during NIIW. Consider the following items when planning and executing your press conference:

**Plan Date, Time, and Location**

* Date and time
  + Is this convenient for the people who will be speaking?
  + Is there another event going on that day that might conflict?
  + Make sure to schedule the news conference during the mid-morning or early afternoon (not at a time when a newscast would be happening)
* Have you given the media as much advance time as possible?
* Is your event in a location that is easily accessible to the media? (Make sure you scout out the location to see if it will suit your needs – enough space, adequate furniture, etc.)

**Invite Media to Attend By Sending Out a Media Advisory**

* Have you made sure the media advisory gives
  + the date, time, and location of the news conference,
  + the subject to be discussed,
  + names of the people who will be speaking or otherwise participating, and
  + names of contact people from whom they can RSVP, obtain advance (and follow-up) information
* Have you placed follow-up calls before the conference to remind reporters about the event?

**Prepare the Room**

* Have you made sure your news conference site includes staging, chairs, a podium, and microphones and checked to ensure all equipment is working properly?
* Do you need a mult box from an audio/visual company for broadcast reporters to plug into to obtain clear sound? Be aware that mult boxes may not be needed in areas with more advanced technology.
* Is your organization’s name and/or logo visible (i.e. on the podium, on a banner behind the podium, etc.)?
* Do you have a backup plan?
* Is there an area for separate interviews after the press conference or somewhere b-roll can be shot?

**Provide Media Materials**

* Have you prepared media kits including news releases, speaker names and bios, fact sheets, or other materials to be distributed on the day of the event?

**Be Prepared**

* Have the main spokespeople rehearsed their prepared remarks/key messages developed for the event and are they ready to answer questions? Do you have a backup spokesperson?
* Have you made sure your spokespeople know what the most important information is and how to stay focused, even if asked questions that concern other issues?
* Have you developed answers to potentially controversial questions that may be asked, such as concerns about the vaccine’s effectiveness and safety or adequate supply issues?
* Have you discussed in advance which key points will be made by each spokesperson?
* Have you designated a moderator in advance of the news conference to keep the conference on schedule, established ground rules, and fielded reporters’ questions?
* Have you set a clear end time for the news conference?
* Have you made a Spanish or other appropriate language spokesperson available at the news conference and have you referenced that in your media materials?
* Have you done a media scan the day of to see if there is anything in the news that might come up?

**Be Thorough**

* Have you made sure all questions are answered during the news conference? If a spokesperson does not know the answer to a question, make sure a member of the team finds the answer after the news conference and makes it available to the reporter as soon as possible. If possible, allow spokespeople to be available one-on-one with reporters following the conference to answer questions.
* Have you designated someone to ask questions during the news conference that reporters may not raise?

**Monitor Attendance and Follow Up**

* Have you asked reporters to sign in? This will provide a list of who attended and who did not attend.
* For key media personnel who were not able to attend, have you offered them a phone interview with the spokespersons or sent them a media kit

**Appendix E: Speechwriting Tip Sheet**

If you are conducting National Infant Immunization Week (NIIW) activities, there is a good chance that someone from your department will deliver your messages through a short speech or presentation. A detailed outline can provide the framework for an organized and compelling speech. The outline should include the topic, purpose, and audience, as well as three main ideas that support the topic and purpose.

A good length for the average speech is 10 to 15 minutes. If you need more time to make your point, do not be afraid to take it. Because your audience cannot go back and review confusing parts of your speech, it is important for you to deliver a clear, organized presentation and repeat your central points. Below is a general speech outline that you can tailor to the needs of your audience.

**I. Introduction**—Tell them what you’re going to tell them. This should take 1 to 3 minutes.

A. Grab your audience’s attention

B. State your topic and purpose

C. Preview your speech

**II. Body**—Tell them. Illustrate the points that support your theme. This should take 7 to 10 minutes.

A. State first main idea

B. State second main idea

C. State third main idea

**III. Conclusion**—Tell them what you told them. This should take 1 to 2 minutes.

A. Restate your main ideas

B. Add a memorable conclusion

After your first draft of the presentation, go back and revise, reword, and rearrange your ideas, as necessary. Refer back to your outline to make sure that items are parallel and logical. Make sure you have sufficient support for each of the statements you have included.

**Dos and Don’ts of Speechwriting**

**Do:**

* Find out everything you can about the group you are speaking to, the venue, and the event.
* Ask how much time you have to give your speech.
* Ensure they have what you need for visual aids—overhead projector, LCD projector, etc.
* Prepare an outline of your speech before you start to write it.
* Deliver your speech to someone before the event to practice.
* Give facts and figures with references to back them up.
* Have a clear objective in giving the speech (what you want the audience to know and take away from the speech).
* Concentrate on your main message.
* Visualize yourself giving the speech.

**Don’t:**

* Use humor unless you are positive about what the reaction will be.
* Assume the audience knows all of the background information about your topic.
* Use jargon or confusing phrases.
* Exaggerate, stretch the truth, or lie.
* Say more than you need to.
* Rely too much on visual aids to tell your message.
* Talk down to the audience.
* Use the same speech for every venue.

**Appendix F: Public Speaking Tip Sheet**

The best speakers are those who are engaging. Before you choose your speakers, consider your audience. What messenger will they best respond to? Would it be physicians or nurses? Someone from the health department or a respected local community health worker? No matter whom you choose, the speaker needs to convey expertise, experience, interest, and commitment to the importance of infant immunization.

These tips can help you prepare your spokespeople to present a confident and compelling speech.

**Content.** Share information about yourself up front. This personalizes you to the audience and makes listeners feel that they can relate to you. This also is the opportunity to share your own experiences with infant immunization initiatives.

**Eye Contact.** The only way you will know if your audience is getting the message is through eye contact. Look for eyes and heads nodding with you.

**Facial Expressions.**  Your facial expressions can tell the story of how much you care about the issues you are talking about. Allow your passion for the issue to show.

**Gestures.** Some of what people retain from speeches is through body language. Gestures reinforce and highlight your story and give you energy in your delivery. There is positive and negative body language. Don’t hunch over, cross your arms or look away from the audience.

**Voice.** Try not to speak in a monotone**.** Avoid “language helpers” such as “ums,” “ahs,” and “you knows.” Never try to camouflage a regional dialect. All you have to do is tell people where you are from and they will expect you to sound the way you do.

**Pauses/Silence.** There are four good times to pause: when you move from one subject to another, when you want the message to sink in, when you want or need to collect your thoughts, and when you receive laughter or applause.

**Avoid Distractions.** Do not fiddle with your hair, shuffle your feet, sway back and forth, jingle change in your pockets, play with your eyeglasses, or otherwise do something that will take away from what you are saying.

**Practice.** Practice, practice, practice. If possible, spend time alone just prior to your speech; take some deep breaths and think about your central theme.

**Being Nervous Is Normal.** Try and “reframe” your fear into excitement and enthusiasm. Remember that you are the expert and people have come to hear you talk about what you know.

**Is Your Presentation Culturally Competent?** When presenting to audiences from different cultural backgrounds, use the following tips from the [National Center for Cultural Competence at Georgetown University](http://nccc.georgetown.edu/).

* Consult with people from the community about customs and taboos in speaking and presenting. Do not assume anything about practices and customs. Is it acceptable to look a person in the eye when they are speaking? Is it considered rude to shake hands before someone else introduces you?
* Consider asking someone from that community who can effectively deliver your message to co-present or conduct the entire presentation.
* Think about your message. Is it crafted in a way that is relevant (and not offensive or condescending) to your audience?
* Be open to suggestions, and be willing to adapt and modify your message and presentation style to your audience.

If you have to use an interpreter, keep these points in mind.

* Talk directly to the audience and not the interpreter. Give the presentation as if they speak your language, and try to connect with them.
* Do not use clichés or jargon that might confuse the interpreter or may not be translatable.
* Jokes are seldom funny when translated, and they may be culturally offensive.
* Give the interpreter as much information ahead of time as possible. If you have a copy of the speech, share it even if you know you won’t follow it to the letter.
* Notice the pace and manner of the interpreter. Practice with the individual if possible. Try to adjust your speech to that pace.
* If you want to put in a few words or phrases in the audience’s language, make sure you can pronounce them properly, that you are saying what you mean to say, and that the interpreter knows what you are trying to say beforehand.

**Appendix G: Additional Resources**

* CDC’s National Infant Immunization Week website: [www.cdc.gov/vaccines/events/niiw/index.html](https://www.cdc.gov/vaccines/events/niiw/index.html)
* CDC vaccine website for parents: [www.cdc.gov/vaccines/parents](https://www.cdc.gov/vaccines/parents)
* CDC vaccine website for partners: [www.cdc.gov/vaccines/partners](https://www.cdc.gov/vaccines/partners)
* Vaccine Coverage Estimates: [www.cdc.gov/vaccines/vaxview/index.html](https://www.cdc.gov/vaccines/vaxview/index.html)
* Immunization Schedules for Infants and Children: [www.cdc.gov/vaccines/schedules/easy-to-read/child.html](https://www.cdc.gov/vaccines/schedules/easy-to-read/child.html)
* CDC Public Health Image Library: [phil.cdc.gov/phil/quicksearch.asp](https://phil.cdc.gov/phil/quicksearch.asp)