

PLANNING FOR THE MEDIA

- **Make attendees aware that media might be present.** Once the date and time are set, contact your local media outlets, including large daily newspapers, as well as local weeklies. Offer to send your own report and photos to the paper.
- **Draft a media advisory, if desired.** Once the date is set, draft a media advisory containing the date, time, specific location, parking accommodations, and lighting requirements, if any. Note whether the tour itself is open for press coverage. Give the location. Email the advisory along with a press kit and company information to everyone on your press list.
- **Prepare area for news media.** Arrange for an area outside of your facility for presentations, ribbon-cutting (if appropriate), and informal discussions with the news media. This area should be in front of your company's signage or logo.
- **Prepare a message from the CEO.** Prepare an "op-ed" or letter to the editor from your CEO to your local newspapers on an issue related to manufacturing and manufacturing careers. Better yet, arrange a meeting with the newspapers' editorial boards to discuss jobs in your facility. Reach out to local radio stations for an interview.

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