

Contacting the Media

- Put together a list of media contacts from local newspapers, radio stations, TV shows and online news sources with email addresses and telephone numbers
- Send all contacts a News Advisory a few days ahead of your event:
 - This is a short summary that includes details of the event (location, time, etc.) and a “hook,” something that will entice them to attend
 - Do not give them all the information otherwise they have no reason to come
- Send out a News Release on the day of the event (see the sample below)
- Phone all media contacts on the day of the event to remind them to attend – emphasize the visuals of the event so they will want to come to take photos or video, for example:
 - Many students in your school only wearing socks because they are taking part in the Sole Challenge (see *End Poverty Day Activities*)
 - A flash mob on poverty and inequality in BC

SAMPLE NEWS RELEASE

END POVERTY DAY, STUDENT DAY OF ACTION Shines the Spotlight on Poverty Across BC

On October 17, the International Day for the Eradication of Poverty, students from [name of school] are joining students throughout British Columbia for End Poverty Day, a student day of action to highlight the levels of poverty and inequality in this province and the need for a bold, comprehensive poverty reduction plan.

BC has the highest rate of poverty in Canada and no plan to tackle it directly. In [name of community], the poverty rate is [email trish@bcpovertyreduction.ca for local poverty rate] and many local families and individuals are struggling to make ends meet. [Insert quote about poverty from student or anti-poverty community organizer].

For many years, [name of school] has been running a Food Bank drive but students have come to realize that this is not enough to reduce the levels of poverty and homelessness we face in this province and does nothing to address the causes of poverty. That is why this year students at [name of school] decided to take part in End Poverty Day. [Include details about the event(s) of the day]

End Poverty Day is taking place in [check the website just before sending out and insert

up-to-date number] communities across BC to emphasize that people all over the province are struggling with poverty.

This day of action is being coordinated by the BC Poverty Reduction Coalition, a group of over 350 organizations representing over 300,000 people in BC who have come together to urge the government to commit to a poverty reduction plan for BC.

Poverty has a profound impact on the health and well-being of children and families. When children go to school hungry or poorly nourished, their energy levels, memory, problem-solving skills, creativity, concentration and behaviour are all negatively impacted. As a result, these children may not reach their full physical, social and intellectual developmental potential.

BC is falling behind. All but 2 provinces either have poverty reduction plans or are in the process of adopting them, and the success of these plans is already clear across Canada.

A comprehensive approach needs to boost the incomes of those living in poverty, but also build the social infrastructure, public services and assets that are vital to providing a path out of poverty and improving quality of life.

There is nothing inevitable about poverty and homelessness in a society as wealthy as BC's. Most other places in Canada are saving lives and money by tackling poverty head-on. It's time BC did too.

Find out more about the BC Poverty Reduction Coalition and the call for a poverty reduction plan at bcpovertyreduction.ca

-30-

For further information or to arrange an interview, please contact:

[insert 2 or 3 names of students or anti-poverty community organizers available to talk to the media about poverty in your community and the details of the event(s)]