



## **A Guide to Reaching out to the Media**

The media can be an incredibly valuable partner in Service Projects! They help to get the word out to other groups of people about your project in a way that you may not be able to reach people.

We strongly believe in the power of Positive News, and the more opportunities for our community to see the positive impact we're making, the better.

### *Who to Reach Out to?*

- Connect with us! We're @westboro\_serve on Instagram, Facebook & Twitter - you can send us an email with the information about your project ([westboroughservicelearning@gmail.com](mailto:westboroughservicelearning@gmail.com)) and we'll post about your work & encourage donations/volunteers!!
- Where do you usually get your news? Where do your parents get their local news from?
- Some great local news groups:
  - Community Advocate
  - Westborough TV
  - School news organizations

### *How to contact them?*

- Find their website or social media and look for the "Contact us" section
- Email & Phone Calls tend to work best for most groups

### *What do they need to know?*

- Who is leading the project? What club/organization?
- Why you're choosing to lead this particular project?
- What organization are you working with?
- What are you asking people to do? Donate? What type of items? Volunteer? When and where?
- How can people contact you with questions or comments?
- When and where are you leading the project?