

PROMOTION AND PUBLICITY

Promotion and publicity can add significantly to the success of your event. Therefore, it is important to develop a comprehensive strategy, as follows:

- **Develop a media mailing list including the following media groups:**
 - newspapers
 - radio stations
 - television and cable stations
 - social media
- **Connect with us on social media for current information and easy sharing (visit fitnessday.com for links)**
 - like our Facebook Page
 - follow us on Twitter
 - join us on Instagram
- **Send a press release or press kit to all local media groups**
 - address your materials to the Health Editor, by name if possible
 - find out submission deadlines well in advance
- **Prepare publicity materials**
 - press release/press kit
 - public service announcement
 - proclamation

When writing your materials, remember always to include the following information:

- **National Senior Health & Fitness Day celebrates the vitality of older Americans.** The event encourages all older adults to do something that maintains or improves their health.

- **May is Older Americans Month as well as National Physical Fitness and Sports Month.**

Promote National Senior Health & Fitness Day as a positive, good news story. Here are some ideas for publicity:

- **Contact local newspapers and television/cable/radio stations about sending a reporter or photographer to cover the event.** Suggest photo opportunities showing seniors doing something active. Photos of an organizer, a participating senior, and a dignitary (mayor, local sponsor, celebrity) help generate enthusiasm.
- **Encourage a local government official to kick off your activities.** For example, by leading a senior fitness parade, greeting participants or declaring May 25th “Senior Health & Fitness Day” in your community.
- **Ask a local celebrity to help “MC” the event.**
- **Ask for cable channel publicity before the event.** See if your local channel will also record your event for broadcast.
- **Ask your library to put up a display about positive aging or senior health.** Include Senior Day information and incentives.

- **Honor local supporters with individual award ceremonies.**
- **Request coverage by local reporters or photographers.** Make copies of the event posters. Ask a local copy business to support senior wellness by donating color photocopies! Post them everywhere seniors gather — community centers, houses of worship, hospitals, libraries, pharmacies, restaurants, park facilities, and senior centers.
- **Give a prize for the participant bringing the most friends.** Offer “Buddy” incentives to registered seniors who bring a friend (a button, T-shirt, or prizes donated by local merchants).
- **Ask local houses of worship to include your event information in their bulletins and regional newspapers.**
- **Instruct your staff to wear a badge two weeks ahead of time that promotes your event**—for example one that says “Ask me about May 25th!”
- **Consider planning an intergenerational event.** Ask the local school district to include your event in its district bulletins. Invite a day care center to bring the children over for activities.
- **Get seniors involved in planning the event.** Regular exercisers could lead a class or demonstrate a dance routine. Ask an older adult to select music for exercising or other times during the event.
- **Encourage seniors who don’t usually exercise to participate by suggesting themes for flyers and other handouts.**

Press Kit

Consider sending a press kit to your media list, containing any of the following:

- Press release about your event
 - NSHFD logo (digital or camera-ready)
 - Brochure or fact sheet about your organization
 - Fact sheet about NSHFD
 - Information about local supporters
 - One page of quotes from speakers on your program, or past participants, about the value of exercise for older Americans
 - Biographies of program speakers, if any
 - A profile of a 2015 participant who has continued with exercise throughout the year and has realized positive changes
 - A copy of a local official’s proclamation of NSHFD
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Media Tips

- When compiling your media list, find out if the newspaper, radio, or television program has a health editor or reporter.
- In follow-up phone calls to editors and reporters, offer yourself or your program speakers to be interviewed on local radio or cable television talk shows. For example, as a guest on a radio show in the week preceding the event, you can publicize the event as well as the benefits of fitness.
- Designate one person on the day of the event to act as media liaison. If possible, set aside a room or quiet area for the press to do interviews.
- The events most likely to get television coverage are those that are very visual (lots of participants, unusual activities, intergenerational activities). However, the primary goal of the day is to encourage health and fitness.
- Watch for tips on using social media for your event in upcoming issues of *FitnessdayNEWS*, the official event e-newsletter.
- Use your social media channels such as Facebook and Twitter to share updates, photos and information about the event. (See our social media section for tips on best practices and how-to information.)

Contact the public access channel through your local cable company

These channels show programs produced by members of the public on a variety of topics. Ask if one of them would be interested in taping one of your chair exercise or range of motion classes a few weeks in advance, then airing it on Senior Day for the benefit of seniors who can't leave home. Make the class festive with Senior Day decorations, and ask your cable company and local senior service organizations to tell seniors how to tune in. Who knows, maybe your class will become a regular feature!