



Provider Appreciation Day®

MAY 12, 2023



PROMOTING PROVIDER APPRECIATION DAY®

Activities and celebrations surrounding Provider Appreciation Day are a fantastic opportunity to generate local media buzz for your program, business or organization. Our tip sheet provides a few recommendations to build visibility for your work and your celebration.



FIND OUT



PERSONALIZE



IDENTIFY



HELP

Find out who's covering child care and local community events.

- A little bit of research can go a long way! Local or community reporters may be interested in covering local Provider Appreciation Day events. Spend some time looking through your hometown newspaper and radio stations' websites to see who tends to cover local events.
- Reporters who cover K-12 education will sometimes cover early childhood education, so if you see pieces about your school district, take note of the reporters writing those pieces.

Personalize the Provider Appreciation Day [press release template](#) and send it to local media a few days in advance.

- Provider Appreciation Day is on Friday, May 12, so consider sending the release on Monday, May 8 or Tuesday, May 9. This will increase the chances that a reporter will be able to attend your event.
- Consider sending a follow-up email the day before your event, reattaching the press release and reminding reporters when and where you are holding the event.

Identify providers and staff for media interviews.

- For an in-person Provider Appreciation Day event, identify representatives of the child care provider and the CCR&R or other sponsoring organization who will speak to reporters who attend the event.
- Prior to promoting the event, identify providers who are particularly eloquent about describing their work. Ask them if they're comfortable sharing their experiences with the media.
- Reporters also often look for experts who can provide data, comment on policy initiatives, or discuss the "state of child care" in your area.
 - Think about your staff colleagues. Identify those who have data, policy, or practice expertise.

Help your spokespeople prepare for media interviews.

- Research the reporters and media outlets who will attend your event or requested an interview. Visit the outlets' websites and look at past articles to get a sense of their tone and the types of issues they cover.
- Draft 3-5 key talking points for your spokespeople. Most media interviews are brief, so it is best to prepare your staff member or provider to share key messages quickly.
 - One of these talking points should be about your organization to increase the chances that it is mentioned in the media story.

View additional resources and tools at providerappreciation.org.