



Provider Appreciation Day®

providerappreciationday.org



How To Promote Provider Appreciation Day® to Local Media

Are you planning any activities or celebrations around Provider Appreciation Day®? It's a great opportunity to generate local media coverage of your program, business or organization. This tip sheet provides a few recommendations to create more visibility of your work and your celebration.

Research local media outlets to find out who is covering child care and local community events.

- Education reporters who primarily cover K-12 education may also cover early childhood education.
- Local or community news reporters may be interested in covering local Provider Appreciation Day events.

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 6, so consider sending the release on Monday, May 2 or Tuesday, May 3. This will increase the chances that a reporter will be able to attend your event.

Identify providers and staff for media interviews:

- If you're doing 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.
- If you're doing a virtual event or just promoting Provider Appreciation Day, identify providers who are particularly eloquent about describing their work and how it has been affected by the pandemic. Ask them if they're comfortable sharing their experiences with the media.
- Reporters also often look for experts who can provide local 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, such as a CCR&R director.

Prepare for media interviews:

- Research the reporters and media outlets that will be attending your event or requesting an interview with a local provider. Visit the outlet's website and look at past articles about child care and the types of issues covered.
- Draft 3-5 key talking points. Most media interviews are very brief and your provider or staff member needs to share their key messages quickly and effectively.
 - *Pro tip:* One of these key talking points should be about your organization to increase the chances it's mentioned in the media story.
- Resource (3-minute read): [How to Make the Most of a Television Interview](#) (Nonprofit Marketing Guide, September 2019):

More information and resources are available at providerappreciation.org.