

Media Toolkits

Share your World's Greatest Shave story

A great way to gather community support is to contact your local media and tell your World's Greatest Shave story, so we've developed your very own Media Toolkit to help you on your way!

In your World's Greatest Shave Media Toolkit, you'll find three simple tools:

- » **Media Release Template (incl Fact Sheet)** – the Media Release Template includes all the information your local media needs to know about the World's Greatest Shave including quotes of support from Leukaemia Foundation's CEO Bill Petch. Please add your personal details to the allocated <SPACES> within the document and then to share your news, simply email it to your local newspaper editor, radio announcers and/or your local TV News chief of staff.
- » **Radio Community Service Announcement (CSA)** – you might have heard our quirky radio ads voiced by this year's amazing superhero 'Chin' character *Shaverhands*. She's helping to 'shave the world from blood cancer'. Included in your Media Kit is an emailable audio CSA to offer to your local radio station via email as a free 'filler' ad that they may be interested in featuring on air.
- » **Newspaper Advertisement/s** – Also included in your Media Toolkit are two varieties of print newspaper advertisements (including a portrait and landscape version). Local newspapers often have free 'filler' spaces that become available at late notice and are looking for content to fill these.

What to do next?

Ok, so you have got your World's Greatest Shave Media Tools.... now it's over to you!

Your local community journalist and media are interested in YOUR story so don't be shy. They love to hear about fantastic things happening in their communities and are also often very sympathetic to charity causes.

Here is a step by step guide to help you on your way...

- **STEP 1 – Fill in your Media Release Template.** Open the media release template and fill in the gaps with your personal details such as your name and local suburb. Once this is done, be sure to resave the document on to your computer to ensure all your personal details are saved in the document.
- **STEP 2 – Hit the phone!** Give your local newspaper editor and radio announcers a call, introduce yourself (your name and suburb you reside in) and tell them you are participating in the World's Greatest Shave to help beat blood cancer. Tell them WHY you are participating and ask for their support. You might tell them something like...
 - a. **Example 1:** I'm participating to show my support for locals living with blood cancer
 - b. **Example 2:** I'm shaving my head to support a family, friend or colleague
 - c. **Example 3:** I'm taking part just because I want to be part of something GREAT, and to fundraising for a worthy charity.

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**WORLD'S
GREATEST
SHAVE**

- **STEP 3 ... Don't forget to tell them about your personal story and promote what you are doing for World's Greatest Shave, and your awesome fundraising!** For example, you may like to include:
 - a. What action you are taking I.e. shaving, cutting or colouring
 - b. When, where and at what time
 - c. Who will be in attendance
 - d. How much money you have / expect to raise.
 - e. Your personal story (name, age)
- **STEP 4 ... Email all the information to your local media** Ask the media for their best email address then be sure to email them all relevant tools in your media kit. Even if you weren't able to speak with your local media, don't worry, simply call the main switch to source the best email address and email them all the information. Be sure to include the newspaper filler ads and radio CSA where relevant and ask your local contacts if they could squeeze them in for free where they have space.
- **STEP 5 ... Don't miss this opportunity** to tell your personal story and to help beat blood cancer. If in doubt, give us a **SHOUT!** If you need anything the Leukaemia Foundation's media team are here to help! Email us anytime on media@leukaemia.org.au

Good luck! The team at the Leukaemia Foundation and *Shaverhands* salute you! We look forward to seeing your amazing story in the news!

Warmest Regards ...

The Leukaemia Foundation Media Team