

# Public Relations Toolkit

Information and resources to help Ontario Trillium Foundation grantees fulfill their grant recognition requirements and create successful public relations plans and programs

Investing in communities



The Ontario Trillium Foundation, an agency of the Ministry of Culture, receives annually \$100 million of government funding generated through Ontario's charity casino initiative.



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# Congratulations on receiving a grant from the Ontario Trillium Foundation!

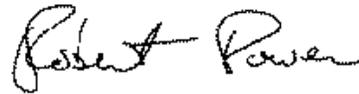
You are among the many successful arts and culture, environment, sports and recreation and human and social services organizations that benefit annually from the Government of Ontario's charity casino initiative.

Active public relations can help to increase awareness of your organization by groups who are involved in, contribute to or benefit from your activities. Your Ontario Trillium Foundation (OTF) grant provides an excellent opportunity to communicate good news that will increase your profile in the community.

This Public Relations Toolkit was created to help OTF grantees in meeting the Foundation's grant recognition requirements and to help in their efforts to promote their organizations. Positive news stories about your grant support OTF's mission – to work with others to make strategic investments to build healthy, caring and economically strong communities in Ontario.

On behalf of the Ontario Trillium Foundation Board of Directors, I wish you every success with your endeavour. We look forward to seeing the good news about your grant that will come from your successful public relations initiatives.

Sincerely,



Robert G. Power  
Chair of the Board  
Ontario Trillium Foundation



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# Part 1: OTF Grant Recognition Requirements

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# Acknowledging your OTF grant

## OTF Acknowledgement

### Tagline:

The Ontario Trillium Foundation, an agency of the Ministry of Culture, receives annually \$100 million of government funding generated through Ontario's charity casino initiative.

Acknowledgement is important to funders because it gives them the opportunity to be recognized for their contribution to the good work you are doing.

The Ontario Trillium Foundation (OTF) is fully funded by the Government of Ontario and requires all of its grantees to provide appropriate recognition to the Foundation and our funder, as described here.

We recognize that grantees benefit in many ways from the support and funds they receive from OTF – including the opportunity to shine a light on their achievements. Grantees must observe all of the requirements described in OTF's Grant Recognition Policy, as well as other requirements that may be included as part of the Letter of Agreement with the Foundation. The list that follows, outlines OTF's key expectations of grantees.

### OTF Grant Recognition Requirements

**Respect the news blackout period**  
OTF requires grantees to observe a three-to-four-week news blackout after they are notified of their grant. During this period, grantees must not make any public announcements about their grant. The specific time frame will be defined in your Letter of Agreement.

### Display your grant recognition plaque proudly

Shortly after your Letter of Agreement has been received by OTF, we will send you a grant recognition plaque. Display it in a high-traffic and public location in your offices or facilities. If you do not have offices or facilities, OTF will advise you of alternate and appropriate recognition methods.

### Special signage

In addition to the grant recognition plaque, OTF may also require grantees to use special recognition materials bearing the OTF logo – e.g. decals for vehicles, watercraft or mobile equipment; "festival" banners for public events; or exterior markers for trails or buildings.

### Acknowledgement in print, film and audio-visual products

Grantees are required to acknowledge OTF funding of their organization or programs by using the Foundation's logo and/or our acknowledgement tagline in their print, film and audio-visual products. This use is to be in a style, manner or format that reflects the share of funding contributed by OTF.

# Acknowledging your OTF grant

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In most cases, OTF will fund the cost of required recognition materials such as plaques and signage, unless otherwise described in the grantee's Letter of Agreement.

## Link your website to [www.trilliumfoundation.org](http://www.trilliumfoundation.org)

Organizations that have websites must create a link between their site and the OTF website.

Visit the OTF website's Grantee Information section to download jpg-images of our logo to use for this purpose.

## Tell us – in advance – about plans for media or other events to publicly recognize your OTF grant

Your OTF Program Manager will provide you with contact information for the Communications Officer responsible for your area. Advise OTF about any plans to hold a media event, create a photo opportunity or distribute a news release to recognize your grant.

## Invite us to participate in media events to announce your grant

Contact your OTF Communications Officer to get advice about who should be invited to attend an event planned to celebrate and highlight your OTF grant. In addition to your local MPP, to represent the Government of Ontario, and a member of the Grant Review Team, to represent the Foundation, for some kinds of major events this could also include:

- Our Chair, a member of our Board of Directors or our Chief Executive Officer;
- The OTF Program Manager or Grants Associate or other staff who worked with you during the grant application process.

## Special opportunities

In some cases, the Foundation, in consultation with a grantee, will identify opportunities for targeted recognition or unique marketing strategies for some grants. In those cases, we will work closely with your organization to develop a recognition and media strategy tailored to your specific grant.

## Using the OTF Logo

SEE: RESOURCE 1: USING OTF'S CORPORATE VISUAL IDENTITY

This section includes information about OTF and where to obtain jpgs and high resolution files for print and video products.

# Courtesies and matters of style

## Let us review your media materials

We want to ensure all information used to acknowledge OTF or our funder is accurate and up to date. By reviewing your materials, we can alert you to any errors or omissions and advise you about other ways OTF can help. You can count on us to make your deadlines our deadlines.

## Acknowledgement when the Foundation is a co-funder

Where OTF is among a number of contributors to a project, we rely on grantees to ensure that the acknowledgement of OTF is consistent with, and appropriately represents our level of contribution to the overall program, project or initiative. Your Communications Officer can offer advice in this area.

## Use our “proper” name: the Ontario Trillium Foundation

Please use our full corporate name on first mention when recognizing OTF support in your media and promotional materials such as programs, invitations, advertising, newsletters, annual or special reports, special publications, trade show exhibits, etc. Consistent with accepted news writing practices, you may put the acronym “OTF” in brackets after our full name and refer to us as OTF after that.

## Keep us with the Government of Ontario family

When recognizing OTF among contributors that include other levels of government and/or other kinds of supporters, OTF should be listed among any other Government of Ontario contributors.

## Tell us about media coverage

We try to capture all of the news generated by grantees across the province. As described in OTF’s Recognition Policy (Page 1.4), let us know about your recognition activities and send copies of your clippings to the Manager of Marketing and Media Relations. Also tell us about any radio or television coverage you received – including the station, air-date and time of broadcast.

## Send your media coverage to:

Manager, Marketing and Media Relations  
The Ontario Trillium Foundation  
45 Charles Street East – Fifth Floor  
Toronto, Ontario M4Y 1S2  
Telephone: 416.963.4927  
Toll-free: 1.800.263.2887  
Fax: 416.963.8781  
TTY: 416.963.7905

# OTF Recognition Policy

In order to maintain the highest standards of public accountability and to ensure transparency regarding the distribution of public funds, the Ontario Trillium Foundation (OTF) establishes recognition requirements for grantees.

Grantees are required to actively seek activities and participate in those identified by the Foundation to publicly recognize the Foundation's support. This may include public announcements, news releases, award presentations, acknowledgements on websites and special events. All annual reports, newsletters, news releases, exhibits, interviews or other means of communication dealing with the activities or achievements of the work of the grant shall acknowledge the Foundation's support.

All grantees will receive a grant recognition certificate plaque that they are required to display in an appropriate high-traffic/visible location.

In addition, OTF staff and Grant Review Teams, in consultation with a grantee, may identify other opportunities for recognition related to outdoor projects, including festivals, cultural events, sporting events, access ramps, heritage buildings, parks and trails. Grantees will be required to post outdoor signage in an appropriate high-traffic/visible location.

All grant recognition certificate plaques, signs and other forms of recognition will follow an approved wording and graphic standard and will acknowledge both the Ontario Trillium Foundation and the Government of Ontario.

**Large or high-recognition grants**  
OTF staff and Grant Review Teams, in consultation with a grantee, should identify opportunities for highly-targeted recognition or unique marketing strategies for organizations receiving high-impact grants with significant recognition potential in either grants program. Grants identified as having significant potential for recognition will develop a recognition/media strategy tailored to their grant in consultation with the OTF Communications and Public Affairs Department.

**Multi-year grants**  
The recognition policy applies for the life of the grant. Grantees, in consultation with OTF staff, are expected to conduct on-going recognition efforts for the duration of the grant.

**Monitoring**  
Grantees are required to report on all recognition activities and media coverage as part of their progress and final reports. Grant payments may be withheld until OTF staff are satisfied with the grantee's recognition efforts.

**Costs**  
In most cases, the costs of recognition signage will be funded by the Foundation.

## Part 2: Creating Successful Public Relations Plans and Programs

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# Why public relations matters

Building and sustaining relationships with important individuals, groups and stakeholders can help to ensure the success of projects, special initiatives and even entire organizations.

Whether your group is big or small, old or new, local or province-wide, there are many benefits to be gained from using established public relations and communications techniques that can help you to accomplish your plans and achieve your goals.

For individuals who have experience in public relations, this section of the Toolkit provides helpful information about how OTF can assist you in meeting your grant recognition requirements.

Individuals who have little or no experience in public relations will find the Toolkit is a useful primer and reference that provides practical, step-by-step directions for accomplishing basic public relations objectives. Please read through this Toolkit.

To assist you in promoting awareness of your grant, this Toolkit focuses on several important public relations activities:

- Planning public relations activities  
SEE PAGE 2.3
- Media relations  
SEE PAGE 2.5
- Special events  
SEE PAGES 2.14 AND 2.17
- Internal communications  
SEE PAGE 2.23

# How OTF can help

The Ontario Trillium Foundation (OTF) can provide grantees with assistance to make their public relations activities more manageable and more effective. Your local OTF Program Manager or Grants Associate can advise you about who to contact.

## Media relations support

- Strategic advice about how to design an effective media event that encourages media coverage of your grant;
- Contact lists for media in your community/area;
- Editorial support in developing media advisories, news releases and other materials;
- Editorial review of media or promotional materials to ensure correct use of OTF recognition and acknowledgement tools (e.g. logos, OTF acknowledgement tagline, etc.);
- Preparation of background information about your grant for media;
- Assistance in working with Government of Ontario Ministers and/or Members of the Provincial Parliament (MPPs), or with OTF representatives such as members of the Board of Directors and local Grant Review Teams.

## Special events development and management

- Development of event agendas, promotional materials (e.g. media advisories, news releases, fact sheets, etc.) and “photo opportunities”;
- Provision of OTF logos, correct acknowledgement tagline for print and broadcast materials and props such as OTF certificates or other OTF materials such as banners, balloons, etc.;
- Liaison with MPPs, representatives of the Government of Ontario;
- Protocol advice (e.g. who speaks when, proper use of titles, etc.);
- Preparation of grant background information for your executives, members, clients, dignitaries and other participants in your event.

# Planning: Starting off on the right foot

It has been said that, *“If you don’t know where you’re going, any road will take you there.”* The secret of all successful communications and public relations programs and campaigns is a clear understanding of what you want to achieve.

The following pages and Resource 2, the Public relations planning worksheet, describe important elements of effective public relations plans.

## Setting your communications objectives

Basic objectives for communications plans often include:

- Increasing awareness of an organization, its purpose and contributions to the community within its area of operation;
- Obtaining support from stakeholders such as members, volunteers, sponsors, funders, employees, customers/clients/users, national, provincial, municipal and community leaders;
- Expanding operations and programs to benefit more members (volunteers, participants, clients, etc.).

## Defining audiences that make a difference

Identify the specific individuals and groups you want to reach. Ask yourself:

- Who needs to hear about our organization?
- Who benefits from our activity, efforts, work in the community?
- Who can influence public opinion in a favourable way?
- Who can help us reach our goals?

Make a list of these stakeholders or audiences and rank them by order of importance to your organization’s success. Then consider the best ways to reach these audiences: print media, television, radio, newsletters, meetings, special events, advertising, reports, trade shows, etc. By preparing these lists, you will be able to determine the best methods of communicating with these audiences or stakeholders.

# Planning: Starting off on the right foot

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## Creating powerful messages

When you know *who* you want to communicate with and *how* you will reach them, you need to prepare messages to help these audiences to understand and appreciate your organization. The best messages are clear and simple, yet powerful and memorable. They are stated in language your audience will understand, be affected by and respond to.

Consider these examples of familiar messages that are stated as slogans...

- Blood. It's in you to give.  
(*Canadian Blood Services* – national agency)
- Without you, there would be no way.  
(*United Way of Greater Toronto*)
- Know whom to turn to.  
(*Canadian Diabetes Association*)
- Cancer can be beaten.  
(*Canadian Cancer Society*)

Memorable messages are simple, clear and powerful. They say something significant about a sponsor, product or service. Such messages could look like the examples below:

- Accessibility initiatives: *Everyone is welcome here*
- Programs for children and young people: *Learning through play*
- Arts and cultural programs: *Sharing ourselves by showcasing our talents*
- Facilities improvements: *Our space is more comfortable and welcoming now*

It is also helpful to talk about your messages in ways that describe the impact or result of your efforts. The end result – happy children, healthy families, accessible buildings, safe recreation facilities – is always more interesting than the processes used to achieve them.

Another way to think about messages is to write them as headlines you would like to see in the local paper. Identify the three or four most important messages you want to share with the audiences you have identified.

When preparing to take your story to the media, choose a single spokesperson, then support him/her by preparing background materials that will help him/her to speak comfortably and respond to questions that might be posed by reporters or other important audiences.

SEE: PAGE 2.12: SPEAKING OUT

# The ABCs of media relations

Building your organization's profile with the local media can result in coverage that helps to create support for your work in the community. It also provides opportunities to increase interest or contributions to specific projects, strengthen participation of members or volunteers, create awareness of your fundraising efforts and encourage positive change at the community level.

Some characteristics of news:

- Involves or affects people and organizations;
- Tells an audience something they don't already know or something new about a familiar person, place or thing;
- Has emotional impact;
- Uses big numbers: e.g. affects many people, or covers a large geographic area, or has a strong economic impact;
- Involves high-profile individuals (e.g. celebrities, political leaders, experts, local heroes);
- Is unusual or unique (e.g. biggest or smallest, first or last, only);
- Is timely, fits with seasonal interests, or coincides with a special day or month.

You can make your organization and its story appealing to the media by highlighting information that includes any of these characteristics.

## Not all good news is "news"

Your work and the announcement of your grant are good news but will they actually make the news? Your challenge is to communicate to reporters in a way that translates easily into a news story.

Sometimes you have to "create" a story as much as tell it by staging special events that can highlight your work in interesting ways and also create a focus for your story.

When you tell compelling stories with clear messages, the media usually will report them, however, other unexpected events in your community could draw reporters to another news story. If that occurs, make your special guests feel welcome and appreciated. You'll also be glad you invited staff, volunteers and other organizational partners to be part of the event.

# The ABCs of media relations

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## Trillium Tip:

The Foundation provides a variety of recognition products that can be presented to grantees by the local MPP and a representative from OTF's local Grant Review Team to create a photo opportunity.

## Tips on marketing your story to media

### Have a good story

Compelling stories share certain elements such as a theme, a hero and a beginning, middle and an end. Journalists recognize a good story; so learn how to tell yours quickly and clearly.

### Create an event

Unusual events designed solely to show up on the evening news attract media interest when they're clever and fun – but they should also be designed to clearly communicate your message to onlookers, participants and the media alike.

## Get personal

While many organizations benefit annually from OTF support, your grant and your organization are unique – as is the impact of your work on the community. Media are always attracted by opportunities to write human-interest stories. Offering reporters the opportunity to hear personal, first-person accounts by people who have benefited from your organization is an excellent way to get a reporter's attention.

There are a variety of ways to include a personal element:

- Involve clients, participants, volunteers or others who are willing to be interviewed about their experience, as part of a media-focused special event;
- Prepare case studies that illustrate how your organization has helped others to achieve their personal ambitions or overcome a problem or issue;
- Recreate or simulate your group's work with clients for the camera. For example, invite media to observe your staff, volunteers or participants in action:
  - delivering a program;
  - installing new boards at the rink;
  - rehearsing for a festival performance;
  - planting trees in a conservation area.

# The ABCs of media relations

...continued

## Trillium Tip:

OTF can assist your organization by liaising with your MPP's local constituency office to arrange their involvement in a special presentation or other event associated with your grant. We can also provide a list of media in your community.

## Names in the news

Media are always interested in covering events involving dignitaries and celebrities. Your organization's leaders, provincial government Ministers, Ontario MPPs and other elected officials, visiting athletes, authors and artists – even your longest-serving volunteer or community leader – are all potential draws for media interest.

Work cooperatively with dignitaries, or their staff, to ensure they have the information they need to support your group and participate in your special event.

## Know your media audience

Prepare a customized list of reporters or editors who are interested in your organization or area of focus. Don't forget to include reporters from regional, provincial, national or special-interest media who are interested in either your geographic area, your subject or both.

- **Make personal contact with journalists, editors and producers**  
Don't just fax your news release or media advisory into newsrooms. Identify the individual who reports on your area of interest. Call the media outlet to determine who that individual is, so you can address media advisories and news releases directly to them.

- **Don't take it personally**

Sometimes a contact won't have the time to return your call, attend your event or cover your story. Remember that even in small communities, there is lots of competition for a reporter's time and for space in the news line-up.

- **Follow-up**

If your story is not covered, talk to reporters afterwards to see if they:

- Will consider publishing an article provided by your organization;
- Would be interested in doing a story at a later date;
- Would be interested in receiving a photo and description of your event.

Keep reporters informed about your organization's activities and achievements on a regular basis so they can follow your progress.

# Tools of the trade

**Trillium Tip:**  
Ontario Trillium  
Foundation (OTF)  
Communications Officers  
can assist you in preparing  
effective advisories or will  
review your advisories to  
ensure correct use of OTF's  
acknowledgement tagline.

There are many tools for communicating with reporters, editors and television or radio producers. Some of the most common ones are described here.

## Media advisory

A media advisory is meant to interest reporters in learning more about your story and to get them to attend an event where news will be announced. A media advisory tells reporters **WHY** they should attend the event, **WHO** the key speakers are, and **WHAT** they will learn. It also provides information on when and where the event will be held.

Consider the following tips when preparing your media advisory:

- A media advisory is never more than one page;
- Use your letterhead and your logo to clearly identify your organization;
- At the top of the page, write: "Media Advisory" with the date and indicate if a French version is available (*Ce document est aussi disponible en français*);
- Write a headline that tells what will happen at the event. e.g. Minister to announce funding for local children's charity; Local sports organization opens new facilities;
- Basic information about the event should appear under the titles "What," "Where" and "When", "Why" and "Who" as appropriate.
- Describe any photo or interview opportunities;
- At the bottom of the page, under the heading "Contact," write the contact name for your organization and that person's title, telephone number, E-mail address and if appropriate include your organization's website.

## Caution: Don't give your story away before your event

Media advisories for funding announcements may bring inquiries from media hoping to get the story or an interview without attending your event. Your contact person must be careful not to give the story away in advance to ensure your hard work and the commitment of your event participants are not wasted. Your spokesperson can indicate that a "major funding announcement" will take place without stating the amount of the grant or what it will support.

SEE: RESOURCE 5: SAMPLE MEDIA ADVISORY

# Tools of the trade

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**Trillium Tip:**  
OTF's Communications Officers can advise you about how to prepare a news release and will be pleased to review news releases to ensure the OTF acknowledgement tagline is used correctly.

## News release

One of the best ways to tell your story is to write it down. The news release is the most common method of communicating in print with the media. Make sure the release is written clearly and has been proofread. Send it by fax or E-mail directly to your media contacts.

Because media outlets can receive hundreds of news releases a day – by mail, fax and E-mail – it's important to take the time to create a focused but brief communication that interests the media and encourages them to follow-up on your story. Once you get their attention they will be happy to receive all the detail you can provide, but you need to get and keep their interest.

If you are planning a news conference or other media-focused event, do not send a news release beforehand. Instead, send a media advisory that describes the "news" reporters will get at the event. Hand out your news release and any other background materials to journalists at the event and send your media kit to any contacts that could not attend.

## Consider these tips when preparing your news release:

- Try to keep your news release to one page;
- Put detailed information and visuals (e.g. drawings, biographies, photographs, schedules) in your media kit;
- Use a readable size and style of font, with a space-and-a-half between lines;
- Use plain language. Avoid jargon or technical terms;
- Use your letterhead and your logo to clearly identify your organization;
- At the top of the page include the following headings: "News release" and "For immediate release";

- Indicate if a French version is available (*Ce document est aussi disponible en français*). Where possible French language media should receive information in French;
- Add a catchy title/headline;
- Start the first paragraph with the name of your town or city and the date;
- Summarize the story – state the news – in the first paragraph which should be no more than six lines (about 40 words). This is called the "lead";
- In the next paragraphs, expand on the story by explaining the Five Ws: Who, What, When, Where, Why and, if appropriate, How;
- Tell the story about your grant by using quotes from senior members of your organization. You may also wish to obtain a quote your local MPP or a member of the Foundation's Grant Review Team;
- Include a brief description of your organization in your news release;
- For news releases involving OTF, please also include the acknowledgement tagline;
- Centre "-30-" at the end to indicate the news release is complete. This is a standard industry practice in Canada;
- At the very bottom of the page, include a contact name for your organization along with that person's telephone number and E-mail address. Make sure that person will be available to respond to inquiries and is prepared properly for this role.

A good news release can often result in as much news coverage of your grant as holding a special event.

SEE: RESOURCE 6: SAMPLE NEWS RELEASE  
Visit Canada Newswire's website at [www.newswire.ca](http://www.newswire.ca) to see other samples of media advisors and news releases.

# Tools of the trade

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## Trillium Tip:

We can provide an OTF Fact Sheet for your media kit. Or you can download a copy from our website at [www.trilliumfoundation.org](http://www.trilliumfoundation.org)

## News article

Community newspapers often do not have the staff resources to cover everything they would like to. Sometimes they are happy to cover your event and your work by using the materials you provide. Offer to write an article or column about your project or your organization. This gives you a chance to tell your story in your own words. It is also an opportunity to publicly thank your supporters, including the Foundation and its funder, the Government of Ontario.

## Media kit

Hand out your media kit to reporters at the event and send it later — by mail, courier or E-mail — to contacts who could not attend. A clogged-up fax machine is a hassle in a newsroom so don't fax the contents of a media kit unless you are asked to do so.

A media kit contains background material to help reporters write their story, such as:

- Your news release;
- Summary of your project (can be adapted from your OTF grant application);
- Background on your organization (corporate profile);
- Fact sheet about your organization's work, achievements and beneficiaries;
- Photographs (optional) with descriptions that identify the individuals in the photograph and what is happening in the photo.

# Tools of the trade

...continued

## Choosing your media

Once you've developed your key messages and determined your important audiences, it will be much easier to select media and communications tools that are most likely to reach them. You only need to look around to see that there are many different types, styles and forms of media available in every community.

Here are some examples to consider: **City-wide newspapers** in large cities cover a broad range of topics from international headline stories to local news. Your challenge is to find the reporter who is interested in your geographic area or your subject. Contact the assignment editor of the news section or, if appropriate, the editors of other sections to identify appropriate reporters.

**Neighbourhood newspapers** in urban centres and **community newspapers** in smaller centres focus on events, people and happenings of interest to a particular neighbourhood or community. These publications are often popular information resources that are widely read throughout the community. The editor is typically the best contact for your news.

**Local radio and TV stations** are often very interested in community-based news and most have a large local audience. Send news releases to the assignment editors in radio and television newsrooms. If you're interested in public affairs programming such as morning shows, radio "drive-home" shows, or other special interest programming, contact the producer with your news.

**Local and regional cable providers** frequently allocate programming time to cover topics of interest to their viewers. Contact the office in your area to identify any opportunities in your region.

**Magazines** are published about almost every interest or activity. Your news may appeal to a special-interest publications about the arts, environment, sports or human services; or to organizational magazines such as the Lions Club or Kiwanis Magazines. Note that magazines have a much longer lead time than daily or weekly media. Magazine editors are typically working two to three months ahead of the current date. So, if your story has a spring theme, you need to connect with editors before the start of the new year. Many magazines have websites that include their editorial schedule, check it out before you propose a story.

The **Internet** offers new communications opportunities. You can post a message or a news release on your website or send them to an E-mail list. You can also link your site to other organizations, including the Ontario Trillium Foundation. **Important:** Always hide your distribution list when E-mailing media. Use the "Blind CC" function or select "Don't show addresses" when sending to groups.

**Newsletters** – You may already publish a newsletter, or this may be an opportunity for you to start one. A newsletter can be an effective way to get your own news out to your stakeholders, to community leaders and media contacts. You may also want to seek out the newsletters of other community organizations to publish your news.

# Speaking out

**Caution:** “Questions and Answers” used to help prepare spokespersons for media interviews should be marked “CONFIDENTIAL” to prevent inappropriate distribution to individuals outside of the organization.

The best way to ensure messages are communicated clearly, consistently and accurately is to select one individual to speak for the organization. When that is not possible, it is important that everyone who speaks for the organization knows and understands your communications plan and the key messages.

Others in your organization who may receive media inquiries should be advised about who is speaking on behalf of your organization so reporters can be referred to that individual.

If you have an office, don't forget to tell the receptionist who your spokesperson is and how that individual can be reached.

### Choose your spokesperson carefully

The person should be comfortable being interviewed by journalists (on camera, over the phone or even “on the run”), but more importantly he/she should be well-versed in the specific topic area you are publicizing, as well as about your organization. He/she needs to know and understand your messages thoroughly and should be able to speak with authority.

It is not uncommon for organizations to rely on their presidents or other leaders to be their primary spokesperson and to refer specific interview questions to “experts” within their organization who know and understand the details of particular programs, projects, issues or initiatives.

Help your spokesperson work effectively with the media and other stakeholders by:

- Providing background information about your organization's mission, scope, history, role in the community, notable achievements and results — including any statistics that support your key messages;
- Preparing specific background information focused on the achievement, project, program, issue or event you want to communicate through the media;
- Developing “questions and answers” that help your spokesperson prepare for media questions during an interview. Include questions about any sensitivity related to your organization or the project you are promoting.

Examples of typical questions:

- Why is your organization committed to this (cause, activity, individual)?
- Who else is involved?
- What is your organization's role/contribution?
- What is your objective?
- How much money is involved?
- What results do you want to achieve?
- Why should people use your services rather than (an alternate service)?

# Speaking out

...continued

## Tips for a successful interview

Prepare and practice a brief (10 second) summary that states and supports with evidence your most important message or messages.

### Examples:

“The 20% increase in children between the ages of 10 and 15 in our community means the demand for our services will grow at least as much. We’re very committed to doing our share to meet that demand.”

“These new facilities will help a fast-growing population of seniors and others who require special assistance to participate in recreation programs.”

“Our recycling program is working! Together our community has diverted nearly 100,000 tonnes of garbage from our local landfill – extending its expected life by more than two years!”

- When possible, choose or arrange for a quiet location for an interview;
- Turn off cell phones and pagers. Give the reporter your complete attention
- Listen carefully to questions;
- Be prepared. Know your key messages and your facts, as well as how you will respond to any questions that touch on any sensitive issues;
- Be ready with examples to illustrate your points;
- Know how your organization affects the lives of real people;
- Give short, clear answers – use your messages when it’s appropriate;
- Don’t be afraid of the silence between questions. Just wait for the next question;
- If you can’t answer a question – say so and offer to get back to a reporter later with the information;

- Never make “off the record” comments. Assume anything you say will be reported;
- Watch out for questions that are preceded by statements with incorrect information. Correct the error first, then answer the question;
- Be alert if a reporter summarizes your comments by saying: “So what you’re saying is ...”. If you agree, you are giving permission to use that statement as a direct quote. Don’t hesitate to correct a reporter’s misunderstanding by saying: “No. What I’m saying is (restate your point)”.

## Tips for TV interviews

Appearances are important. Consider the following tips when preparing for an on-camera interview:

- Plan to arrive at the interview location a little early so you have time to get settled and relax;
- Look at the camera – your audience is there, even though you may be advised otherwise by the reporter or videographer;
- Take your time;
- Answer in short, “sound bites” – short bits of information for TV (less than 10 seconds);
- Show enthusiasm, but speak in a normal tone of voice;
- Wear simple, solid-coloured clothing, but avoid pure white;
- Don’t fidget – avoid unnecessary motion of your head, hands, arms;
- Smile, if it’s appropriate;
- Avoid “off the record” or “off the cuff” comments after an interview, camera’s and microphones may still be recording.

# Organizing media events

## Trillium Tip:

When planning an event be conscious of media deadlines and put the media focus at the beginning.

A media event is a proven way to attract media attention to your organization and can help you to:

- Communicate important messages about your organization and its plans;
- Recognize your partners for their support;
- Acknowledge the contributions of those who have donated funds, labour, services, goods or other support to help you.

You may want to create a special event just for media or you may prefer to include a “media focus” as part of another event that you are planning to hold. Whichever you choose, it’s important to be creative in staging media events to make them interesting to reporters and also to reflect your organization, members, programs and special initiatives in a visual and/or an unusual way.

The attraction of media events for journalists, especially television reporters, is that they offer “one-stop shopping” that enable reporters to get everything they need for their story, including background information, visuals and live interviews.

Examples of events that can also incorporate a media focus include:

- Opening ceremonies;
- Annual fundraising events;
- Gala dinners;
- Awards ceremonies;
- Annual general meetings;
- Open houses;
- Sports events;
- Program launches.

Examples of events that could be used to attract media interest include:

- Sod-turning or ribbon-cutting ceremonies;
- Demonstrations of machinery or technology;
- Celebratory rallies;
- Special presentations of awards, OTF plaques or congratulatory certificates;
- Tour of a project that received funding;
- Action-oriented photos, e.g. dropping a puck, burning a mortgage, driving a tractor, donning a hat or t-shirt;
- Demonstrations of volunteers at work – on the phone, working with clients or being trained.

Be conscious of media deadlines, e.g. radio may have hourly news deadlines, television typically has evening and late-night news deadlines, daily newspapers have a daily deadline and weeklies have a weekly deadline. Consideration for deadlines is one of the reasons it often makes sense to put the media focus at the beginning of an event – when rooms, people, flowers and other decorations are also looking their best! It also makes it more convenient for reporters to attend, since they can get back to their newsrooms and file their stories in a timely manner.

SEE: RESOURCE 3: SPECIAL EVENT CHECKLIST

# Organizing media events

...continued

## Trillium Tip:

Remember to give your special guests, such as your MPP, as much notice as possible to ensure they can participate. Three to four weeks' notice is probably ideal; less time may reduce your chances of involving these busy people.

Please send copies of your media event photos to OTF. The Foundation frequently uses photos of grantees in newsletters and in website articles to illustrate the scope of grants across the province and across a wide range of interests and sectors.

If you are sending digital images by E-mail, please provide OTF with a high-resolution file. Ask your Communications Officer about the best format to send.

## Time events conveniently for invited guests and media

Select a date and time that does not conflict with another event or community program.

## Choose a convenient location that also helps tell the story

If your project is all about traffic safety near schools, consider holding your event at a school. If you're teaching adults how to read, a library might be an ideal spot for your event. Always get permission to use a location before you send out your invitations and your media advisory.

## Think in pictures

Television in particular needs interesting visuals to tell the story, and print media prefer to have great photographs to accompany their articles. Newspapers and magazines may run a photo with a description (called a cutline) even if they don't have space for a full article. Don't forget to use signs or banners to identify your group and its supporters.

## Pictures speak

Another benefit of a visually interesting location, participants or activities is that you can send your own picture (as soon as possible afterwards) to media that didn't attend your event. Include a short caption and your news release. Don't forget to include the names of all of the individuals who appear in the photo and obtain their permission to use their image.

Take photographs at special events for use in newsletters, annual reports or for volunteer recognition. Some media will sell reprints of their images for a small fee if you don't have your own photographer. Others will send you an electronic copy free of charge.

Send photos of special guests taken during an event with a thank you card to recognize their contribution.

SEE: RESOURCE 7: PHOTOGRAPHY TIPS  
RESOURCE 8: SAMPLE PHOTO RELEASE

# Organizing media events

...continued

## Trillium Tip:

Prepare a detailed script for your Master of Ceremonies to ensure all of the points you want to cover, and all of the individuals and organizations you want to thank are included.

An OTF Communications Officer can help you with protocol such as the speaking order of special guests and the proper way to address them.

## How long

As reporters are always on a deadline and because audiences lose interest if events go on too long, media events (or the media portion of another event like an open house or dinner), should last no longer than 25 minutes.

## Who speaks

Designate a spokesperson to represent your organization and act as the Master of Ceremonies (MC). Give him/her approximately five minutes to start the event by welcoming special guests and participants, and to talk about the organization, the grant (if applicable) and the goal of the initiative. The MC can also introduce and thank funders, volunteers and others who have contributed. Prepare a detailed script for your MC to ensure all of the points you want to cover, and all of the individuals and organizations you want to thank are included.

## Guests for success

Take time to ensure a good turnout of participants, members, executives or other appropriate people at your event. It is important to recognize the people who have helped to make your work possible, as well as some of the direct beneficiaries of your work. Your announcement is also the perfect opportunity to catch the interest of leaders in your community. Invite MPPs and other community leaders who typically welcome the opportunity to show their support and can often attract more media attention to the event.

## Keynote speakers

In addition to your MPP and other community leaders, consider inviting individuals from the groups noted below to speak for one or two minutes:

- Key volunteers and staff from your organization who have helped the initiative succeed;
- People who benefit from your grant – clients, program participants, users.

# Grant recognition events with ease: Planning tips

## Trillium Tip:

Remember to give your special guests, such as your MPP, as much notice as possible to ensure they can participate. Three to four weeks' notice is probably ideal; less time may reduce your chances of involving these busy people.

## Event Timetable

Regardless of the scope of your Ontario Trillium Foundation (OTF) grant recognition event – from very simple to quite complex – it is always easier to organize and manage if you work with a detailed timeline. Analyze the steps needed for a successful event and use this planning guide to plot out your timeline.

The planning example shown here uses a one-month time frame for a complex event. You should give yourself a planning horizon that is reasonable for the type of event you are planning and the resources available to assist you in your work. In some cases, a major event could take as long as six months to a year to plan and implement.

SEE: RESOURCE 3: SPECIAL EVENT CHECKLIST

## One Month Before

Complete a special event planning checklist:

- What is the goal of the event?
- Who do you want to know about this good news? (e.g. key audiences)
- How many people will participate? Who should they be? (e.g. speakers, master of ceremonies, performers, etc.)
- What role will each speaker play – what should they talk about?
- How many other people will attend? (e.g. observers, audience members, reporters, etc.)
- How will your audience be advised of the event? (e.g. invitation, flyers, E-mail, media advisory)
- What kinds of resources will you need? (e.g. audio-visual, microphones, etc.)
- Will you serve food or refreshments?
- Arrange for facilities. (based on estimated numbers and setup needs)
- Consider the accessibility of your site, the need for special transportation or parking arrangements for guests and participants with special needs.
- Prepare mailing lists. (e.g. guests, participants, media)
- Write promotional materials. (e.g. invitations, posters, flyers, brochures, media advisories, etc.)

# Grant recognition events with ease: Planning tips

...continued

It's helpful to give special guests who are speaking a specific role to play so they can prepare their remarks ahead of time. Invite them to provide summaries or outlines of their remarks in advance. This helps ensure that all of the participants know the general content of each other's remarks and avoids repetition.

## Confirm date, time and location of event with participants

**Invite special guests:** Minister or local MPP, community leaders, celebrities, etc. Call to discuss the availability of these special participants and to determine if they are willing to be part of your event. You may have to adjust the date or time to suit their schedules. This is also a good time to find out about any protocols to follow, how to address them, etc.

**Invite OTF:** Call your OTF Communications Officer to obtain advice about who to invite from the Foundation and to discuss any special protocol requirements.

**Involve your organization:** Designate someone to act as the host or Master of Ceremonies (MC) for your event. If your organization's leader is speaking, you may wish to have another person act as the host/MC. Have volunteers from your organization act as greeters or hosts for special guests during the event. Appoint an individual from your group to serve as media liaison at the event. Identify someone who can take candid photographs and document these special moments.

## Prepare media advisory and news release

Provide drafts of your advisory to participants to get their input and approval. Remember to include OTF's acknowledgement tagline in your media advisory and news release. Your OTF Communications Officer can review your materials to ensure they meet OTF's recognition requirements.

## Prepare agenda and speakers list and distribute to participants

Your agenda should describe all of the events in your program, including the names, titles and the order and estimated speaking time for each speaker and other participants such as the Master of Ceremonies.

## Create an audience to support your speakers

Think about who your audience will be – you don't want your participants to speak to an empty room. An audience creates a celebratory mood and helps your speakers deliver the good news with greater energy and enthusiasm. Audiences could include staff, volunteers or clients and their families.

# Grant recognition events with ease: Planning tips

...continued

## Trillium Tip:

Inviting media and special guests to your event can provide an opportunity for you to showcase the work of your organization. When organizing your event, consider inviting media and guests to tour your program, project or service.

### About Two Weeks Before

- Finalize program, activities, agenda.
- Invite an audience to be part of your event. (e.g. volunteers, members, staff, clients or family members of these groups)
- Confirm arrangements with speakers and other guests (e.g. date, time, location, parking, accessibility information) and include directions, event tickets, parking pass and other materials.
- Request that speakers arrive about 15 minutes early so they can be escorted to where they are needed – with time to relax and meet other participants.
- Invite speakers to provide summaries or outlines of their remarks in advance so all of the participants know what will be said.
- Prepare day-of-event materials – write and produce event materials. (e.g. agenda, name tags, news release, fact sheets, etc.)
- Prepare your detailed media distribution list.
- Arrange refreshments, audio-visual equipment, flowers, plants, giveaway items, banners, podiums, parking, etc.
- Arrange for individuals from your group to host special guests.
- Appoint an individual from your group to act as media liaison at the event.

### A Week Before

Distribute your media advisory by fax or E-mail and follow-up by telephone to see who is planning to attend. Ask your contacts if anyone else at that media outlet should also be on your list. It is important to give sufficient notice and then to follow-up with a reminder the day before your event.

Forward copies of your advisory to all participants for their information when you distribute it to media.

Send a detailed agenda of your event to all speakers – with the names and titles of the host/MC, speakers and non-speaking special guests. Be sure to include the specific location (room number, floor, etc. in big buildings) and any other information that will make your guests' participation easier.

If appropriate also provide:

- Maps to the site – include accessibility details;
- The location of parking;
- The name and phone number (cell) of an on-site contact who can be called in case of emergency (like the need to cancel unexpectedly);
- Name of person who will meet them and directions to a specific, easy-to-find location where they will be met;
- Parking passes, tickets, name badges.

SEE: RESOURCE 4: SAMPLE EVENT AGENDA

# Grant recognition events with ease: Planning tips

...continued

**Caution:** Remember not to give the story away in advance of your event!

## Assign roles and responsibilities

Post copies of the media advisory and agenda where staff, volunteers and/or members will see it, or distribute them by E-mail to increase awareness of the upcoming event and its importance to your organization, clients and your community.

Telephone follow-up gives you the opportunity to “pitch” your story and generate further interest in your event, perhaps by providing additional details that were not included in the advisory, such as any changes to the program, additional speakers, or experts or dignitaries who are planning to attend.

Prepare speaking notes for your organization’s speakers, as well as notes to help your Master of Ceremonies handle introductions of speakers and other special guests.

Resend your advisory if it has been misplaced or misdirected by a reporter or the media outlet.

**Your organization:** Give the receptionist or other people who answer your telephones copies of the agenda and other pertinent information (location of event, map, contact person’s name and phone numbers) so they can answer last-minute questions about the event if participants or media call.

## The Day Before

- Call your media contacts.
- Provide event information to your receptionist.
- Call your special guests.
- Confirm staff roles.
- Print and assemble media kit.

**Special guests, celebrities, dignitaries, local heroes and OTF:** Call your special guests to confirm their attendance. If they have staff assisting them, review the event with the staff person and answer any questions.

**Media:** Call your contacts to make sure they have seen the advisory and to encourage their attendance. You may get a sense at this point if they are planning to attend. Don’t skip this follow-up call, as it significantly increases the likelihood of media coverage.

**Special guest host and media liaison:** Confirm that the staff you have appointed as hosts to special guests and media liaison are prepared for the event.

**Media materials:** Print copies of all media materials for your media kit.

# Grant recognition events with ease: Planning tips

...continued

## The Day of the Event

- Set up registration table, media table and/or welcoming area.
- Make a guest book available for guests to sign.
- Alert security or individuals in reception areas to the arrival of journalists, ensure they know where to direct them. If appropriate, provide a list of expected guests, including media.
- Make sure room is organized according to your plans.
- Check that directional and organizational signage is up.
- Check that equipment works.
- Make sure all speakers and special guests are present and know the agenda.
- Monitor the program, make sure timelines are met.

**Media:** Provide support to assist media in getting the story:

- Set up a media table for sign-in and pick-up of media materials;
- Hand out media materials to media contacts at the event. Assist in arranging interviews as required.

**Photos:** In addition to formal shots taken before or after the official program and photos taken during the event, have your photographer also take informal photos after the event is done – when people are relaxed and at ease.

## A note about photo releases

- Typically, you do not require a photo release to take or distribute photographs of adults who attend a media or public event. A photo release is also not necessary to use “news-style” photographs taken at public events.
- A photo release should be used when images of individuals – other than the examples noted earlier – may be used for promotional or marketing products such as brochures, posters, annual reports, etc. It is always prudent to ask parents to sign a photo release, in advance, for approval to take and use photographs of minor children.

**Volunteers and host:** Make sure you personally thank all who helped with the logistics of the event – you will be busy, it will be easy to forget.

# Grant recognition events with ease: Planning tips

...continued

## Trillium Tip:

Remember to send copies of your media clips and photos (include the names of people in the pictures and their role) to your OTF Program Manager and/or Communications Officer.

## After the Event

- Distribute media kits as soon as possible after your event to reporters who were not able to attend.
- Pack up and return all materials (banners, equipment, leftover print materials, etc.).
- Send thank you notes to those who provided special services and, if appropriate, to other participants or guests.
- Acknowledge the contributions of volunteers.
- Debrief appropriate members of your organization about the event.
- Prepare any post-event publicity (e.g. photos with the names of participants and descriptions about what they are doing).
- Track and document media coverage – send copies to OTF.

**Media:** Hand-deliver or courier your news release as soon as possible to contacts that could not attend. Call media contacts to ensure they have the information they need for their story and offer to set up interviews for reporters who couldn't attend.

Send a photo of the event (ask in advance whether they prefer to receive pictures, negatives, slides or digital images). Include a caption that explains who is in the photo (use correct titles and spell names right), what they are doing and why. Watch the media for coverage of your event.

**Special guests, celebrities, dignitaries, local heroes:** Send thank you notes and, if possible, photos with descriptions, as a memento of their participation.

**Your organization:** Post pictures and information about the event on your website. Thank your team – participants, volunteers, members and staff – for their assistance.

# Internal communications

Effective two-way communication improves the performance of an organization, reducing the opportunity for confusion and misinterpretation of key policies and decisions. Your members, volunteers and other supporters and stakeholders need to be “in the loop” to contribute to your public relations activities. If they don’t know, they can’t help.

While there are many tools for communicating with your internal stakeholders, the following may be easy to introduce into your own organization.

- Identify an individual and a back-up person to be contacts for media relations.
- Let everybody know who they are and how they can be reached so that media inquiries can be routed to them quickly.
- Discuss your media relations plans and activities – and your results – in your newsletter, on your website or during meetings.
- Distribute or post media advisories, event agendas and news releases where staff, volunteers and members will see them after they have been provided to media (e.g. bulletin boards, website, E-mail, newsletters).
- Post or distribute news articles from print media about your organization.
- Involve volunteers in your media relations planning, activities and events.
- When providing individuals with confidential information – such as the news that you have been awarded an OTF grant that cannot be made public during a blackout period – make them aware that they cannot share the information until a certain date or event passes.
- Make time to celebrate your organization’s achievements and the contributions of members, volunteers, funders, staff and other stakeholders.

## Part 3: Helpful Resources

Page	
3.1	Resource 1 – Using OTF’s corporate visual identity
3.2	Resource 2 – Public relations planning worksheet
3.3	Resource 3 – Special event checklist
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3.6	Resource 5 – Sample media advisory
3.7	Resource 6 – Sample news release
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3.10	Resource 8 – Sample photo release



**THE ONTARIO  
TRILLIUM  
FOUNDATION**

# Resource 1 – Using OTF’s corporate visual identity

The OTF logo is available in a variety of formats by going to our website. Select the format of the logo that best suits your project. It is recommended that, whenever possible, you direct your designer or printing company to [www.trilliumfoundation.org](http://www.trilliumfoundation.org).

Other than proportional resizing, the logo may not be modified in any way.

Low-resolution logos for digital use only are available by e-mail request from [logos@trilliumfoundation.org](mailto:logos@trilliumfoundation.org) or from your Ontario Trillium Foundation Communications Officer.

In your e-mail, please let us know how you will be using the logo (probably on your website, but possibly in other applications like e-mail newsletters) and whether you require colour or black on white.

PANTONE 209



PANTONE 575



BILINGUAL STACKED  
(our preference)

**THE ONTARIO  
TRILLIUM  
FOUNDATION**



**LA FONDATION  
TRILLIUM  
DE L'ONTARIO**

BILINGUAL BANNER

**THE ONTARIO  
TRILLIUM  
FOUNDATION**



**LA FONDATION  
TRILLIUM  
DE L'ONTARIO**

## Resource 2 – Public relations planning worksheet

<p><b>Setting objectives</b> Describe what you want to accomplish in brief action-oriented statements.</p>	<p><b>Defining audiences</b> What individuals and groups do you want to reach?</p>	<p><b>Reaching audiences</b> What is the best way, or best media, to reach them?</p>	<p><b>Creating messages</b> What messages do you want these audiences to understand and remember?</p>
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<p><b>What media will this announcement/event appeal to?</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Daily print media (editors, reporters, columnists)</li><li><input type="checkbox"/> Radio</li><li><input type="checkbox"/> Television</li><li><input type="checkbox"/> Websites</li><li><input type="checkbox"/> Community weekly newspapers</li><li><input type="checkbox"/> Trade or association magazines or newsletters</li><li><input type="checkbox"/> Special interest newsletters</li></ul>	<p><b>Checklist of tools: Media event</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Agenda/program</li><li><input type="checkbox"/> Logistics and hosting</li><li><input type="checkbox"/> Media advisory</li><li><input type="checkbox"/> News release</li><li><input type="checkbox"/> Speaking notes for participants</li><li><input type="checkbox"/> Questions and Answers (for internal use only)</li></ul>	<p><b>Media kit contents: (as appropriate)</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> News release</li><li><input type="checkbox"/> Fact Sheets</li><li><input type="checkbox"/> Biographies of special guests, celebrities</li><li><input type="checkbox"/> Illustrations (drawings, photographs)</li></ul>
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## Resource 3 – Special event checklist

### One Month Before

- What is the goal of the event?
- Who do you want to know about this good news? (e.g. key audiences)
- How many people will participate? Who should they be? (e.g. speakers, master of ceremonies, performers, etc.)
- What role will each speaker play – what should they talk about?
- How many other people will attend? (e.g. observers, audience members, reporters, etc.)
- How will your audience be advised of the event? (e.g. invitation, flyers, E-mail, media advisory)
- What kinds of resources will you need? (e.g. audio-visual, microphones, etc.)
- Will you serve food or refreshments?
- Arrange for facilities. (based on estimated numbers and setup needs)
- Consider the accessibility of your site, the need for special transportation or parking arrangements for guests and participants with special needs.
- Prepare mailing list. (e.g. guests, participants, media)
- Write promotional materials. (e.g. invitations, posters, flyers, brochures, media advisories, etc.)
- Other:

### About Two Weeks Before

- Finalize program, activities, agenda.
- Invite an audience to be part of your event. (e.g. volunteers, members, staff, clients or family members of these groups)
- Confirm arrangements with speakers and other guests (e.g. date, time, location, parking, accessibility information) and include directions, event tickets, parking pass and other materials.
- Request that speakers arrive about 15 minutes early so they can be escorted to where they are needed – with time to relax and meet other participants.
- Invite speakers to provide summaries or outlines of their remarks in advance so all participants know what will be said.
- Prepare day-of-event materials – write and produce event materials. (e.g. agenda, name tags, news release, fact sheets, etc.)
- Prepare your detailed media distribution list.
- Arrange refreshments, audio-visual equipment, flowers, plants, giveaway items, banners, podiums, parking, etc.
- Arrange for individuals from your group to host special guests.
- Appoint an individual from your group to act as media liaison at the event.
- Other:

# Resource 3 – Special event checklist

...continued

## The Day before the Event

- Call your media contacts to make sure they have seen the advisory and encourage their attendance. Offer to resend the media advisory by fax and confirm their fax number.
- Provide your receptionist and other people who answer your telephones with copies of agenda and other pertinent information, so that they can respond to any last minute questions.
- Call your special guests, dignitaries, local heroes and OTF to confirm their attendance. If they have staff assisting them, review the event itinerary and answer any questions.
- Confirm that the staff you have appointed as hosts to special guests and media liaison are prepared for the event.
- Print copies of all media materials for your media kit.
- Other:

## The Day of the Event

- Set up registration table, media table and/or welcoming area.
- Make a guest book available for guests to sign.
- Alert security or individuals in reception areas to the arrival of journalists, ensure they know where to direct them. If appropriate, provide a list of expected guests, including media.
- Make sure room is organized according to your plans.
- Check that directional and organizational signage is up.
- Check that equipment works.
- Make sure all speakers and special guests are present, and know the agenda.
- Monitor the program, make sure timelines are met.
- Other:

## After the Event

- Distribute media kits as soon as possible to reporters who were unable to attend.
- Pack up and return all materials (banners, equipment, leftover print materials, etc.).
- Send thank you notes to those who provided special services and, if appropriate, to other participants or guests.
- Acknowledge the contribution of volunteers.
- Debrief appropriate members of your organization about the event.
- Prepare any post-event publicity (e.g. photos with the names of participants and descriptions about what they are doing).
- Track and document media coverage – send copies to OTF.
- Other:

## Resource 4 – Sample event agenda

### OTF Media Event for the Municipal Concert Band

Friday, October 3, 2003 – 10:30 a.m.  
The Thistle Inn  
123 Main Street  
Municipality, Ontario

#### Agenda

- |       |  |
|-------|--|
| 10:30 | Coffee and muffins available   |
| 11:05 | Town Crier welcome<br>(he'll act as <i>Master of Ceremonies</i> )  |
| 11:10 | Introduces Anne Volunteer,<br>Grant Review Team Chair, Ontario Trillium Foundation<br>- Invites Ms. Volunteer to speak       |
| 11:13 | Introduces Wally Conductor,<br>President of the Municipal Concert Band<br>- Invites Mr. Conductor to speak                   |
| 11:15 | Introduces the Minister, Government of Ontario<br>- Invites the Minister to speak  |
| 11:20 | Introduces Judi Communicator,<br>Publicity Coordinator of the Band<br>- Invites Ms. Communicator to speak                    |
| 11:25 | Photo opportunity: Minister presents an OTF certificate to<br>Mr. Conductor while Ms. Volunteer and Ms. Communicator look on |
| 11:30 | Finish   |

## Resource 5 – Sample media advisory

### Organization's letterhead or name

Address (in a smaller font)

October 10, 2003

### Media Advisory

## Ontario Trillium Foundation and Human Service Agency of Goodtown

WHO	MPP Jane Citizen will join Ontario Trillium Foundation representative John Kindheart.
WHAT	To make an important announcement on October 10, 2003.
WHERE	Human Service Agency of Goodtown 1234 Main Street Goodtown (directions)
WHEN	Thursday, October 16, 2003 – 10:00 a.m.

The Ontario Trillium Foundation, an agency of the Ministry of Culture, receives annually \$100 million of government funding generated through Ontario's charity casino initiative.

-30-

For more information, please contact:

Jasper Lendahand

519.654.3210

jasper@hrsa.org

## Resource 6 – Sample news release

### NEWS RELEASE

#### Organization's letterhead or name

Address (in a smaller font)

October 3, 2003

#### For immediate release

### Rescue Unit Volunteers Rev Up for New Launch Thanks to \$15,000 OTF Grant

Town/City, Ontario – The Human Service Agency Rescue Unit christened a new rescue launch today, thanks to a \$15,000 grant from the Ontario Trillium Foundation (OTF).

MPP for (Ontario riding), Joan Politician joined OTF representative John Kindheart in congratulating the Rescue Unit at the christening ceremony. "This grant is an investment in our community's safety," said Ms. Politician. "I'm delighted to see that this rescue launch is equipped and ready for service."

Established in 1944, the Human Service Agency Rescue Unit answers emergency calls 24 hours per day, 365 days per year. It offers services such as CPR, first aid, water rescue and searches – all of which are provided by volunteers who are certified first aid providers.

"We've used this grant to purchase the launch and radar equipment that will help us find lost boaters on Lake Ontario," said Unit Chair Bob Search. "We are thankful for the Ontario Trillium Foundation's commitment to public safety in our community."

The Ontario Trillium Foundation, an agency of the Ministry of Culture, receives annually \$100 million of government funding generated through Ontario's charity casino initiative. The Foundation allocates grants to eligible charitable and not-for-profit organizations in the arts and culture, environment, human and social services and sports and recreation sectors.

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Ce document est aussi disponible en français

## Resource 7 – Photography tips

### Equipment

You don't need expensive equipment or big lenses to take great pictures; some single-use (disposable) cameras take excellent pictures. Patience and a good eye for the shot go a long way to getting great images. The following tips may help you take better pictures.

### Know your objective – what are you trying to “say” with this image?

Before you shoot, decide what your focus will be. Is it the mountain? The reflection in the lake? Or the person sitting on the stone? When you know, you can emphasize it.

### Keep it simple

Good pictures are simply composed, including only the subject and an interesting background.

### Crop behind the lens

Don't be shy. Get close to your subjects so the important elements fill your frame. Eliminate visual clutter.

### It's not target practice

It feels natural to put subjects in the middle of a picture, but centered composition is rarely best. Place subjects off-centre. Ask people to look toward you, or stand in a place where buildings or objects appear to be facing the camera.

### Capture the context

Pictures only say a thousand words when they tell a story. Don't get so close that the camera misses what subjects are reacting to or participating in.

### Wait for the “moment”

While your eye is on the lens, watch what is happening. Take your shot at a moment when your subjects look at ease or are reacting spontaneously to events around them, when the animal turns to look at you, or the bird flies across the horizon.

## Resource 7 – Photography tips

...continued

### Turn it on its side

Try vertical and horizontal camera positions to see which will create a better result.

### Set it up after the main event

While candid photography can produce wonderful results, set up a shot after all the excitement has passed and participants can be positioned for a “re-creation” of the moment.

### Steady on

Whatever kind of camera you’re using, whenever possible steady yourself against a solid object or wall and release the shutter in a smooth, even movement to get sharp photos.

### Take lots of shots

It’s only film, (or bits and bytes if you’re using a digital camera) and these moments will never come again. There’s safety in numbers! Click away!

### Important for all digital photographers

Be sure to shoot large photos at high resolution so there is sufficient information in the file to achieve good quality results when printed in hard copy format or for reproduction in newsletters or other printed materials. Small photos at low resolution will not produce good results when used in these other applications.

### A reminder about photo releases

Typically, you do not require a photo release to take or distribute photographs of adults who attend a media or public event. A photo release is also not necessary to use “news-style” photographs taken at public events.

A photo release should be used when images of individuals – other than the examples noted earlier – may be used for promotional or marketing products such as brochures, posters, annual reports, etc. It is always prudent to ask parents to sign a photo release, in advance, for approval to take and use photographs of minor children.



## Part 4: Tracking Your Results

Record your grant  
recognition activities

Keep samples of media  
and promotional materials

File media clippings and  
photographs safely



**THE ONTARIO  
TRILLIUM  
FOUNDATION**