

ENGAGING THE MEDIA

Once you have planned your activity, let as many people as possible know what you're doing. You can raise more and increase awareness about the fight against zinc deficiency

Following are some tips on how to engage you local media. You will also find a template press release that you can use with your local newspapers or radio stations. You should moreover make the most of your online social networks. Update your Facebook page or tweet about your fundraising activity.

SEVEN TIPS TO KEEP IN MIND WHEN APPROACHING A MEDIA OUTLET

1. When placing a phone call to a reporter or sending an email, it is best to do so between the hours of 9:30 am and 1:00 pm. Reporters are often on deadline in the late afternoon (meaning they have assignments due to their editors by 4:00 pm). A reporter may not want to speak to you or even be available after 1:00 pm in the afternoon. It is best to always ask a reporter if it is a good time for you to call and if they are on deadline – regardless of the time of day. This always helps to ease you into a conversation with the journalist.
2. You may reach a journalist who is not the appropriate contact. Do not be dismayed if this happens to you. Just apologize for the inconvenience and ask for a more appropriate contact.
3. Do not be a pest. Once you pitch a journalist with a story idea and have sent additional information it is best to follow-up with the journalist two days later to find out if he or she will be able to do the story or attend the event. Please do not call the journalist every day leading up to the event. This is ineffective and will most likely turn the journalist away.
4. If you are hosting an event and are hoping to have press attend, it is best to do a round of reminder calls to the news desks, photo editors and assignment editors a couple of hours prior to the event.
5. When a reporter is on deadline or is unable to speak for whatever reason, thank them for their time and understand that they are busy.
6. Should you receive a hang-up or rude comment from a journalist, don't take it personally or lash back on the phone. Journalists are flooded with calls, queries, emails, pitches and faxes everyday, and are dealing with tight deadlines – your call isn't the only one they would have received that day.
7. Be sure to thank journalists that run a story about Zinc Saves Kids and any that may have helped you.

TIPS FOR HOSTING AN EVENT

If you are inviting press to an event:

- ✓ Invite photographers from local news outlets
- ✓ Send the media alert to the calendar section of local publications at least 10 days prior to the event
- ✓ Make sure that you have enough press materials (i.e. press releases) for all attendees
- ✓ Get the names and numbers of all the press that attended the event
- ✓ Make sure that all attending press have background information about the spokespeople
- ✓ Find out from the press when the story will be aired or printed
- ✓ Follow-up with reporters after the event to thank them for attending

[Insert date]

[Name of person/Name of Company] joins the fight against Zinc Deficiency

[Insert your name or name of your company] a [insert your job title or description of the company's activities] from [insert where you live or where the company is based] is joining the fight against zinc deficiency by taking part in and/or organizing a [insert details of your fundraising activity] for the Zinc Saves Kids Initiative. Zinc Saves Kids is a program of the International Zinc Association supporting UNICEF's zinc-containing supplementation programs of undernourished children in developing countries.

[Insert your name or name of company CEO] said: "I was staggered to discover that each year 450,000 children under the age of five die annually due to zinc deficiency and many who survive suffer lifelong repercussions from early childhood micronutrient deficiencies. One out of three people worldwide are zinc deficient."

"It takes little to save a child's life. 50 cents will give a child a 10-14 day course of zinc tablets to treat acute diarrhea. 1-4 US\$ will give a child preventive zinc treatment for an entire year, so I know that every cent I raise is going to make a massive difference," adds [Insert your name or name of company CEO].

For more information about Zinc Saves Kids initiative, please visit www.ZincSavesKids.org.

NOTES TO MEDIA: About Zinc Saves Kids

"Zinc Saves Kids" is an initiative of the International Zinc Association supporting UNICEF's zinc-containing supplementation programs of undernourished children in developing countries including Nepal and Peru.

450,000 children die every year because they don't get enough zinc through their diets. A few extra milligrams of zinc every day can make a huge difference. Zinc-containing supplements are a quick and easy, effective and inexpensive remedy. In addition, zinc supplements rank high on the list of child survival interventions. Zinc is particularly effective in treating diarrhea and shows good results in supporting the treatment of pneumonia.

In recognition of the importance of this cause, the American College of Nutrition awarded their annual Humanitarian Award to Zinc Saves Kids in 2011.

For more information and to donate visit: www.ZincSavesKids.org

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, safe water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

The International Zinc Association (IZA) – www.zincworld.org - is a non-profit organization representing the global zinc industry. IZA focuses on zinc's essentiality in present and potential product applications, human health and crop nutrition and highlights zinc's contribution to sustainable development. IZA conducts programs in Technology & Market Development, Environment & Sustainable Development and Communications. IZA has been active in Zinc and Nutrition efforts by supporting scientific research, publishing information materials and holding conferences.