



Yale Alumni

Some Tips for YDOS Media Coverage

The Yale Office of Public Affairs and Communications and the YAA will work on national promotion for the Yale Day of Service program, but the most effective local media outreach comes from local Yale clubs and shared interest groups. **Consider sending a brief press release to local print, radio, television, and digital media that you know.** (See sample PR below)

Start with the contact person, email address, and mobile phone number

- Keep the release to one page and lead with specific details of who, what, when, where, and why.
- Choose no more than 2 or 3 key messages in the remaining paragraphs.
- Make sure to describe the work you'll be doing and some information about your partner organization(s) – and if possible have them send the press release or do it with you jointly.
- Bring attention to your local project as part of a worldwide effort (and if your site takes place on May 11, you can note that projects will be taking place on that day all over the world) and include the overall description of the Yale Day of Service:

Service for society is a core tradition at Yale, flourishing among students in New Haven and in generations of alumni and friends around the country and across the globe. Last year during the Yale Day of Service, more than 3,500 Yale alumni and friends gave their time and made a difference where they live and work at nearly 250 sites in 48 states and 18 countries. Many of the projects were part of ongoing community service initiatives led by alumni throughout the year.

- Send your release to local media by email to news editors at newspapers, radio, and television stations. Most news outlets now have good contact information online.
- Copy and paste your release into the body of the email. Don't send a bulk email; send a separate message to your target person at each outlet and address emails individually.
- Sending the release 4-6 weeks in advance can sometimes result in featured print stories and/or day-of media coverage.
- Follow up with phone calls two weeks before your event to make sure they got the information and encourage them to cover the event.
- Don't forget the growing number of hyperlocal sites, including the Patch sites and social media groups.
- Add the press release to your club or group website.

Sample press release Contact:

For Immediate Release: Month, Day, 2019

Yale Alumni Give Back in Worldwide Day of Service on Saturday, May 11

New Haven, Conn. – On Saturday, May 11, 2019, [insert local group/project details – who, what, when, where]. This project is part of the 11th global Yale Day of Service, where more than 4,000 Yale University alumni will make a difference in their local communities around the world. The program includes more than 240 sites in 48 states and U.S. territories and 18 other countries. To view a complete list of sites, please visit: <http://yaledayofservice.org/find-service-site/all-service-sites>.

Launched in 2009, the global Yale Day of Service (YDoS) is one of a host of service opportunities for Yale alumni to lead by sharing their time and talents to make a difference in their local communities. Together, alumni and their families and friends work side by side to make communities better because Yale alumni live there. Examples of previous projects include:

- Assembling snack bags for children at the Vogel Alcove for homeless children in Dallas
- Developing a master plan for the Los Angeles River in partnership with the city of LA
- Invasive species removal on Horse Island owned by Yale’s Peabody Museum
- Assisting a children’s center in an impoverished area of Manila in the Philippines
- Restoring oyster beds in Baltimore
- Building a “play hive” at the Children’s Museum of Bozeman in Montana
- Mentoring students on college and careers in Seattle
- Processing food bank donations in Madrid

Several first-time YDoS projects lead to ongoing community service projects throughout the year. In addition, while the Yale Day of Service typically takes place on the second Saturday in May, there are a number of activities that occur on other dates in the spring that accommodate various organizational and volunteer needs.

Members of the media are welcome at Yale Day of Service sites and are encouraged to contact program coordinator Alisa Masterson in advance at mara.balk@yale.edu or 203-436-8820, or to contact the specific site coordinator.

For more information on the Yale Day of Service, please visit: <http://yaledayofservice.org> and for more information on the Yale Alumni Association, please visit: <http://alumni.yale.edu>

###