

MEDIA OUTREACH TOOLKIT

Olmsted 200 is a national campaign honoring the visionary founder of American landscape architecture, Frederick Law Olmsted, whose trailblazing work literally changed the country's face. Marking the 200th anniversary of Olmsted's birth, the campaign will educate broad and diverse audiences about Olmsted's democratic values, designs and enduring influence. It will explore his commitment to public parks, comprehensive system-wide planning, and the mental and physical health benefits of access to nature, helping ensure that FLO's legacy lives on for the next 200 years.

Engaging with the media is a critical step in telling FLO's story, spreading the word about Olmsted 200 and highlighting local efforts in your community — but it can seem daunting. This toolkit will give you easy-to-follow tips, tactics and guides for getting press coverage. Here, you'll find:

- **Templates:** Handy guides showing you how to announce your organization's involvement with Olmsted 200.
- **How to...:** Simple checklists and tips to help you write an op-ed or letter to the editor and tips for handling interviews with reporters.

The most important thing is that you have a good story to tell. Everything else will flow from that.

TEMPLATES

Your first step will simply be to flag Olmsted 200 and your organization's involvement in it. You'll do this through things like press releases, media advisories and announcements that you can insert into your organization's newsletter. Here are templates you can use for each of those - just fill in the details.

Press Release: [Here's an easy press release format](#) you can drop into your letterhead to announce the Olmsted 200 campaign and your organization's local involvement in it. Just fill in the details.

Media Advisory: This is a [simple, clear format](#) for getting your event's details to reporters. It need not be as involved as a press release. It just needs to convey essential information like this example.

HOW TO...

Ways to engage the media can range from penning an op-ed (and getting it published) to submitting a letter to the editor to answering a reporter's questions in an interview. Here are some best practices do's and don'ts for handling all three situations.

Op-ed checklist: Getting an op-ed published can be a terrific way to raise awareness of your issue, mainly because the piece can then be pushed out through social media and other networks, multiplying



the return you get from your effort. [Here are some tips](#) to keep in mind as you conceive, write and get your op-ed published.

Letter to the editor checklist: A letter to the editor (LTE) is a response to something published in a newspaper, magazine or website. [Here](#) are ways to maximize the chances of getting yours published:

Interview tips: The prospect of talking to a reporter can seem daunting, especially if it's not something you've done much before. It's not that hard if you prepare properly. [These tips](#) can help you.