

# MEDIA OUTREACH & PRESCHOOL



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## How Educators Can Educate the Media

Tim Herrera  
Communications Director  
Sacramento County Office of Education



# DEVELOP YOUR TOPIC

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- **Preschool!**
- Spread the word about the importance of quality preschool
- Make sure families are aware of preschool options
- Make local providers aware of educational opportunities
- Nurture a dialogue



# DELIVERING YOUR MESSAGE

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- Deliver key messages through outside, credible sources
- Your key messages are delivered in different environments and have a different impact
- Different circles of influence



# WHY BUILD COALITIONS?

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- Combines resources for bigger impact
- Articulates your vision
- Brings great legitimacy, creativity, and effectiveness to your cause
- Mobilizes partners
- Increases community understanding and support
- Engages your public

# DETERMINE YOUR AUDIENCE



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- Zero in on your audience
  - Parents
  - Teachers
  - School District Officials
  - Preschool Providers
  - Local Government
  - Community Leaders
  - Local Business Owners



# SELECTING SPOKESPEOPLE

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- Articulate and well-spoken
- Convey trust and credibility
- Genuine and sincere
- Good at thinking quickly
- Might not necessarily be YOU



# PUBLIC FORUM STRATEGIES

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- Determine your format
- Select your panel and moderator
- Select your topic questions
- Speak in “authentic voices”
- Deliver the **SAME** message



# ON WITH THE SHOW!

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- Begin your discussion
- Audience questions
- Closing remarks
- Thank everyone



# **MEDIA RELATIONS INFO**

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**[www.ccsesa.org](http://www.ccsesa.org)**

- Click "Preschool"
- Then click "Media and Communications"

**Tim Herrera**

**therrera@scoe.net**

**(916) 228-2713**