



National Surface Finishing Day

National Surface Finishing Day
HOST MEDIA GUIDE





Recognizing the Importance of Finishes and Coatings in Manufacturing

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Recognizing the Importance of Finishes and Coatings in Manufacturing

Introduction

This media relations guide is designed to provide the tools and knowledge to promote your National Surface Finishing Day event to media in and around your community.

Media relations outreach involves working with various reporters, editors and producers for the purpose of informing the public. Essentially, it is free publicity through stories in newspapers, local magazines, television shows, radio programs and websites.

Products Finishing is committed to providing you with the resources you need to perform media relations outreach that can make a difference in hosting a successful National Surface Finishing Day. This toolkit contains advice on identifying and working with the media, how to develop press materials and ideas for increasing media coverage for your event.

Please visit PFonline.com regularly to get up-to-date information on the National Surface Finishing Day events, activities and materials.

Identifying Appropriate Media

Generating positive publicity requires that you know who your local media are, what they are looking for and how to work with them personally. Consider such media outlets as newspapers, business magazines, television stations and radio stations in your area.

Newspapers and Magazines

Here are some tips for reaching out to local newspaper and magazines:

- First, scour local newsstands for publications. Weekly papers can be great vehicles for news and can help you reach a wide variety of people in the community.
- Read the publications – such as your local business journal – to get a sense of the types of stories they cover. Take note who wrote relevant stories or edited the page you are reading. Look specifically for reporters and editors who cover manufacturing, local businesses, careers and community news.
- Check the outlet’s website and look for articles about manufacturing and business. Reporters’ email addresses often appear at the top or the bottom of articles they write.
- If necessary, call the newspaper or magazine itself to find contact information for reporters whose names appear in bylines of appropriate stories. Ask for the editors of the pages or sections in which these stories appear.

Television Stations

Television stations are interested in stories with great visuals. There are three groups of people to keep in mind when working with television stations:

- The planning desk is responsible for planning the news, usually 24 hours in advance. If you are calling about a specific event, call the newsroom and ask for the planning desk.
- The assignment desk serves as an “air traffic controller” of a newsroom by managing news crews and generating stories. If you are trying to generate coverage for an event happening that day, ask for the assignment desk.
- The producers oversee and organize production and are usually assigned to one specific show or broadcast. To discuss broader story ideas without a fixed day/time, ask for a show producer. You should work with the producer to determine ways you can fit in his/her specific show.

Radio Stations

- Radio stories should be concise and news- or tips-oriented. Since visuals are not an option in radio, be prepared to offer a well-spoken spokesperson who can call in for a live interview or go to the station to provide succinct sound bites.
- Research the radio stations and shows in your area – including news stations, which report news around the clock, and talk shows, which can be a great outlet for discussing trends.
- Call the radio station in advance to find out if it produces its own news.
- Radio producers usually are assigned to a specific show, so if there is a show that focuses on or frequently discusses manufacturing, business and local news and events, ask for the show producer, who is responsible for the making of the show as well as the content.

Developing Media Materials

This toolkit includes materials to help you promote your National Surface Finishing Day event, including a sample press release, letter to the editor and a media advisory.

Press release

- A press release is a written communication directed at the news media to announce news. It is concise with the most important information in the beginning so media will see it right away.
- For best results, distribute the press release to local newspapers, television and radio stations six weeks prior to your event.
- Newspapers/Magazines – Send the release to the editors covering: manufacturing, news, business, features, metro, calendar and photo desk.
- Television – Send the release to the attention of the assignment editor for each show or news program for which you are interested in obtaining coverage.
- Radio – Send the release to the attention of the producer for each show or news program for which you are interested in obtaining coverage.
- Websites – Send the press release to contacts at local event sites and calendar listings. Many websites have online forms to complete so that your event can be added to their calendars.

Letter to the Editor

- This is a letter or opinion piece from you or another top executive at your company to your local newspapers designed to raise awareness about an issue related to your National Surface Finishing Day event.
- You may distribute this letter one month prior to your event.
- When sending the letter be sure to offer media an interview with your company spokesperson/the author of the letter.

Media alert

- Distribute the alert approximately one week prior to the event to entice media to attend and/or cover the event. Conduct follow-up calls the day before and the morning of the event as well.
- Customize the language to your event.
- Resend the media alert to your local media one day prior to the event.

Working with the Media

Follow the steps below to convince them to cover and/or attend your event:

Making the First Call

The first time you reach out to a journalist and introduce yourself:

- Ask if it is a good time for them to speak with you – and if it's not, arrange to talk later. Avoid deadline times, which are after 3 p.m. for newspapers and 30 minutes prior to any newscast.
- Let them know that you are interested in discussing a major local event and that it would be a good fit for their section, show, publication, etc.
- Describe your story idea to them succinctly and explain how it would benefit their audience.
- Follow up with them through email, reiterating the details of your story idea, within two days of your conversation so you – and your story – remain top-of-mind.

Developing Relationships with Media

- Establish a rapport with your priority media contacts – those who contribute to the most relevant outlets, sections or shows. Staying in contact with the media ensures that they view you as a reliable source of news and will help you in future news stories.
- Drop them notes to update them on any new developments for your event and check in with them to see if they are working on anything with which you may be able to help.

Providing Information

- Be responsive and respectful of their deadlines. Media often work on very short deadlines and may be working on more than one story at a time.
- Make sure all information is organized and easy for them to use.
- If you are unsure of the answer to a question, tell them you will check on it and get back to them – quickly, of course.

Becoming a Source

- Send information on your company and a list of the subjects you can discuss regarding National Surface Finishing Day and manufacturing in general to a target media outlet. Be sure to include your phone numbers and hours you can be reached.
- Offer to meet with the editors and reporters who cover manufacturing and local business on which you can comment in order to get acquainted. Members of the media are more likely to contact individuals they know or feel comfortable with as a source.

Social Media Outreach

- Post status updates on your organization's Facebook page, inviting the local community to register and attend your event; also consider sharing this invite from your personal account.
- Tweet about the event from your organization's Twitter handle and invite followers to Tweet back for more information.
- Find event websites that feature calendars and post information about your event; many of these sites have online submission forms that are quick and easy to complete.
- Utilize other social media channels you may have such as Instagram and Pinterest.
- For all your social media posts include the official #NSFD19 hashtag.
- If you are a member of an industry discussion group on LinkedIn, be sure to share information about your company's event with the group. If your company has its own page on LinkedIn, don't forget to post information about your National Surface Finishing Day event on that page.

You can find the national National Surface Finishing Day team at these social media channels:

- Facebook: <https://www.facebook.com/ProductsFinishing>
- Instagram: <https://www.instagram.com/productsfinishing/>
- LinkedIn: <https://www.linkedin.com/company/products-finishing>
- Twitter: https://twitter.com/PF_FinishingMag
- YouTube: <https://www.youtube.com/user/ProductsFinishing>

Be sure to visit our channels above and follow us so we can give your events some cross-promotion publicity via social media!

Taking Photos

Media contacts who aren't able to attend or have limited editorial staff may request to receive images for post-event coverage. Try to capture as much of the action of the day as possible so you can use pictures to tell your story – and convey your messages. A mix of action, candid and staged shots will showcase the excitement of the moment. Take a large number of photos so there is a sufficient pool from which to choose the best shots.

Follow these tips for better photos:

- Variety – If possible, photograph people “in action” rather than standing around. For staged shots, when possible take three shots to ensure a choice in which everyone is smiling, standing still and looking at the camera.
- Movement can cause the photo to be blurry, resulting in a poor quality photograph.
- Lighting – Make sure the photos are well-lit.
- If the images are turning out dark, be sure to engage the flash.
- Avoid taking pictures in front of windows, as it will cause faces to appear dark in the photo.
- Framing – The larger the group in a photo, the farther away the photographer must stand.
- The camera's flash works best the closer it is to the group – therefore the smaller the group, the better lit the photo will be.
- Smaller group shots can be cropped and manipulated more easily for media.
- Be sure no important elements, including your company logo, are missing from the photo when framing the shot.
- Resolution – Media will require high-quality images, so digital cameras should be set at the highest quality setting.
- Most cameras offer “good,” “better,” and “best” options for the quality of photo taken.
- The best resolution available on a camera is typically printed on the camera or its box – such as 3 megapixel, 6 megapixel, etc. – and photos should be taken using this best possible resolution for the highest-quality photos possible.
- Use of a digital camera is ideal, but usable photos can be taken with today's smart phones such as the iPhone 5 or iPhone 6.

Developing a Photo Release

Once you've selected your image(s), be sure to identify the people in each photo moving from left to right. Then develop a photo caption that can be included with a post- event photo release. Provide in just a paragraph or two background on the event and the activities conducted. Following the traditional 5 "W's" of journalism can serve as a guide:

- Who – Name of your company and who is in the image.
- What – Describe briefly the type of event and what happened.
- Where – Cite the location of the event.
- When – List the date of the event.
- Why – Describe briefly the purpose of the event (e.g. to encourage people in the community to consider surface finishing and coating as a career option).

Media Outreach Timeline

Here are some general timing guidelines for working with the media to promote your event:

IDENTIFYING MEDIA

- 12 Weeks Out – Research and identify local media contacts; call outlets if needed to find best contact.

PRESS RELEASE

- 5 Weeks Out – Distribute event press release to all media contacts.

WORKING WITH PRINT MEDIA

- 6 Weeks Out – Follow up with print media who received press release to determine their interest in writing a story to preview the event.

LETTER TO THE EDITOR

- 4 Weeks Out – Distribute letter to the editor to media contacts.

WORKING WITH BROADCAST MEDIA

- 2 Weeks Out – Contact broadcast media (TV/Radio) to determine interest in a pre-event segment.

MEDIA ALERT

- 1 Week Out – Distribute media alert to all local media contacts one week out; Follow up with media contacts to encourage coverage.
- 1 Day Out – Resend media alert to media contacts one day prior to the event. Follow up with print, TV and radio contacts by phone to encourage coverage.
- Day of Event – Contact TV news desks morning of event to determine coverage plans.

PHOTO RELEASE

- 1-2 Business Days After Event – Distribute photo release with image/caption to media.



Recognizing the Importance of Finishes and Coatings in Manufacturing

[Sample Letter to the Editor]

Dear Editor:

If you drive a car, fly on an airplane, or make a call on a mobile device, chances are that someone in the surface finishing industry made that vehicle, plane or phone last longer and look nicer because of a unique coating application that is vital to the manufacturing process.

There are thousands of companies in the U.S. that perform surfacing finishing applications for parts in the aerospace, automotive, electronics and medical industries, just to name a few. And the surface finishing sector of the manufacturing industry is growing and has a need for additional employees in the finishing and coating industry. We hire employees from our general area for all types of positions, from technicians and applicators, to office personnel and general laborers.

One of those companies is right here in our community: [Company Name], [Insert sentence about company here – personalize with information on job openings, employees, jobs created, etc.]

That is why on March 4th our company and many other facilities will be holding events across the U.S. to highlight the important of surface finishing and coatings, and to introduce as many people as possible to the significant role played by these operations, including right here in [City].

We're hosting a [Fill in what kind of activity your company is doing] to demonstrate the importance of surface finishing and coatings to the U.S. economy, and to showcase the rewarding, highly-skilled jobs available in surface finishing fields. Many businesses and operations like ours across the U.S. will be participating in National Surface Finishing Day by hosting open houses, public tours, career workshops and other events.

Our event is not just informational; it's a way for our company and our employees to convey their passion for what we do, and explain why and how young people can embrace the surface finishing profession with training that often lasts just a year or two, but provides them a job and career.

It's a chance to show surface finishing for what it is — a technology-driven industry that offers secure, good-paying jobs. We invite anyone who is interested to please attend our [type of company event], and to truly see what we are all about.

Sincerely,

[Name]
[Title]
[Company]



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[Sample Media Advisory]

[COMPANY] TO HOST NATIONAL SURFACE FINISHING DAY EVENT ON WEDNESDAY, MARCH 4TH FOR [CITY] COMMUNITY

WHAT: [COMPANY NAME] will host [Students, lawmaker(s), community members] for a National Surface Finishing Day event on March 4, 2020 as part of an effort to draw greater attention to today's manufacturing environment and the outstanding opportunities that a career in manufacturing can provide.

Following brief remarks to attendees, [COMPANY NAME] will open its doors for [BRIEFLY DESCRIBE EVENT] to allow community members to see first-hand the safe, high-tech and innovative work environments that await those who pursue careers in surface finishing.

WHO: [LIST ATTENDEES – such as local dignitaries, company president/spokesperson, executive from local group/association, other local leaders, students, etc.]

VISUALS:

- Inside look at modern surface finishing facility
- Demos of (processes such as masking, plating, powder coating, etc.)
- Students and educators learn what local companies make, and who they sell to
- Focus on kind of jobs available in surface finishing

WHEN: [INSERT DATE] (Include pertinent start times as illustrated below)
XX:XX a.m. – Opening Introduction Speech
XX:XX a.m. – Remarks from Dignitaries
XX:XX a.m. – Plant tours and other activities begin

WHERE: [COMPANY NAME]
[PLANT ADDRESS]
[CITY, STATE, ZIP]

WHY: There is an increasing demand for highly skilled professionals in the surface finishing sector who can design, program and operate technology. National Surface Finishing Day is designed to introduce young people and others in the community to the finishing and coating sector, the career opportunities available, and demonstrate the contributions surface finishing makes to the local economy. More information is available at PFOnline.com

For more information contact:

[NAME]
[COMPANY]
[PHONE]
[EMAIL]



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[Sample Press Release]

[INSERT COMPANY LOGO HERE]

NEWS RELEASE
FOR IMMEDIATE RELEASE

Contact: [CONTACT NAME]
[COMPANY]
[PHONE NUMBER]
[EMAIL ADDRESS]

[COMPANY NAME] TO HOST NATIONAL SURFACE FINISHING DAY EVENT ON WEDNESDAY, MARCH 4 FOR [CITY] COMMUNITY

Program Designed to Expand Knowledge of Surface Finishing, Improve Public Perception of Industry Career Opportunities

(CITY, STATE) MONTH DATE, YEAR – In celebration of this year’s National Surface Finishing Day on Wednesday, March 4, [COMPANY NAME] will open its doors on [DATE] to more than [NUMBER] students from [LIST SCHOOL NAMES] and [LIST OTHER ATTENDEES] as part of an effort to change people’s perceptions about today’s surface finishing environment and draw attention to the outstanding opportunities that a career in the industry can provide. Planned activities include [List in one or two sentences what’s happening such as facility tours, panel discussions, presentations, demonstrations, proclamations, etc.].

National Surface Finishing Day is an annual national event celebrated at the local level and supported by thousands of surface finishers and coaters as they host students, teachers, parents, job seekers and other local community members at open houses, plant tours and presentations designed to showcase modern surface finishers technology and careers.

“Surface finishing is such an important technology in the manufacturing process,” said [NAME, TITLE with COMPANY]. “Almost any piece of equipment manufactured — be it an airplane, an automobile or a mobile phone — has the science and technology of a surface coating behind it that gives it the value and protection to make the product last longer and look better.”

About [Company]

[Insert company boilerplate here and include link to website in last sentence.] More information on National Surface Finishing Day is available at PFOonline.com.