



What to do when media attends your event

When media arrives, you will only have a short time to showcase Spin4Kids and show the public the incredibly caring, charitable and party-like atmosphere that YOUR Club brings to the community!

Media spokesperson:

- Choose a spokesperson. We recommend the Event Leader.
- If the Event Leader doesn't feel comfortable on camera/radio/in newspaper, designate someone else who has played a role in the event's success and will be knowledgeable about Spin4Kids.

Photography/filming sign:

- Ensure a copy of the Photography/Filming Notice is posted at your event. It can be found under Event Day on the [Event Portal](#).

When media arrives:

- **World-class meet and greet** – A warm welcome can set the tone of the journalist's experience and how they portray your event.
- **Give them a copy of the media release** – Under the Media section on the [Event Portal](#).
- **Contact Laura Haggart**, Integrated Marketing and Communications Senior Specialist, if you haven't already. Contact laura.haggart@goodlifefitness.com or (cell) 226-377-5505.
- **Gather information prior to interview** – Is there something specific they would like to cover?
 - Ask: *Is there a specific angle you would like to talk about or would you rather cover the event as a whole?*
- **Have the Spin4Kids Key Messages handy** – These will help guide your interview and provide the reporter with some general information about the event and GoodLife Kids Foundation. The document is available under the Media section on the [Event Portal](#).

GoodLife Kids Foundation elevator pitch

What is GoodLife Kids Foundation? We've created a quick, easy elevator pitch to answer this question:

- GoodLife Kids Foundation helps kids with special needs get physically active. Currently, we give grants to registered charities across Canada that provide fitness programs for kids with autism and/or intellectual disabilities. We believe kids with special needs should have equal opportunities to experience the joys and benefits of being active.

For all media interviews:

- Start with your main message and speak in complete sentences. Be clear and get right to the point. Use stories and examples to explain your points.
- Substitute “GoodLife” for “we” every few sentences.
- If the reporter asks if you have anything else to add, take that opportunity. Provide a website address and/or urge the audience to do something:
 - Invite people to come check out the event
 - Encourage grant applications at goodlifekids.com (Deadline is November 30!)
 - Donate online at spin4kids.com

Additional interview tips:

TV:

- Look at the interviewer, not the camera.
- Be energetic!
- Wear something with GoodLife Kids Foundation or Spin4Kids branding if possible.
- Suggest visuals to accompany the interview – demonstrate a fitness activity, show how to ride a spin cycle, get the reporter to try a piece of equipment or a fitness activity.

Radio:

- Describe what you’re doing. Remember, people can’t see you.
- Suggest sounds that could accompany the story e.g. people cheering or weights clanking.
- Be energetic and enthusiastic.
- Focus your messages and get to your main points early in the interview – your interview will likely be edited so you want your quote to be clear and informative.

Print:

- Cover your key messages and provide examples with stories. Print stories can include more information than broadcast.
- Be focused to help the reporter understand key points. Steer the interview by bringing it back to your key messages.
- Suggest ideas for a photo to accompany the story. Think of fun ideas that showcase your Spin4Kids event.