## **Media Relations**

## **Activity Worksheet**

You are the Marketing Director of a CIL in a major city. You are reading the newspaper one morning and see the following front page expose' about Adam's Meats.

An investigative reporter has discovered that a butcher yard and meat packing plant in your town has a high record of on the job accidents. The reporter also learned that the company runs a sheltered workshop. 73 workers with disabilities are paid sub minimum wage while doing the same job as non-disabled workers. Some workers are paid as little as .11 per hour.

- 1. What steps do you take to newsjack this story?
- 2. Do you involve partners?

3. Do you issue a press release or media alert? If yes, write your lede. Where and how do you distribute the release?

What other actions and what do you hope to achieve with each action?

The IL-NET national training and technical assistance project for centers for independent living (CIL-NET) and statewide independent living councils (SILC-NET) is operated by Independent Living Research Utilization (ILRU) at TIRR Memorial Hermann in partnership with the National Council on Independent Living (NCIL) and the Association of Programs for Rural Independent Living (APRIL). The IL-NET is funded by the U.S. Department of Education, Rehabilitation Services Administration under grant number H132B120001. No official endorsement by the Department of Education of these materials should be inferred.