



## THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

### **News Interview and Social Media Tips**

As award-winning volunteers, State Honorees may receive media interview requests about their service activities. Media interviews are a great way to raise awareness about your cause. They also help motivate others to get involved in volunteer service. We encourage Honorees to do as many interviews as they and their parents feel comfortable with!

Harold Banks, communications manager, is the Prudential Spirit of Community Awards program's main contact for press inquiries and for media-related questions from Honorees and parents. Harold can be reached at 973-802-8974 (w), 973-216-4833 (c), and [harold.banks@prudential.com](mailto:harold.banks@prudential.com).

When journalists contact us with Honoree interview requests, our policy is to try to contact a parent first for approval before putting the journalist in touch with the Honoree.

If contacted by a national news organization, like NBC's Today Show, BuzzFeed or the Chronicle of Philanthropy, please let Harold know. He would be happy to help the Honoree prepare for the interview, and to provide the news organization with graphics, photos and program information.

### **Media Tips**

#### **Before the interview:**

- Practice the three most important points you want to get across. For example: the name and purpose of your project, your project's key accomplishments and how it felt to win a Prudential Spirit of Community Award.
  - Keep it short – especially for TV and radio, where segments are brief and statements are often boiled down into seconds-long sound bites.
- When mentioning the award, we would greatly appreciate if you would refer to it by its full name: a ***Prudential Spirit of Community Award***.
- No need to dress formally, but dressy-casual (no jeans) is suggested. If you have already received your medallion, consider wearing it around your neck.

- Familiarize yourself with the publication or outlet. If you have any questions about what will be expected of you for the interview, it's OK to reach out ahead of time and ask for clarification.
- Parents: To the best of your ability, when contacted about a media opportunity, please respond as quickly as possible indicating your Honoree's interest and availability.

### **During the interview:**

- Please mention the full name of the program – The Prudential Spirit of Community Awards during the interview.
- If you get nervous, take a few deep breaths. Just focus on what the reporter is asking.
- If the reporter doesn't ask questions that lead to your key points, you can answer the question and then say something like, "also, I wanted to tell you that..." or "also, I've been working on..."
- If you don't know the answer to a question, it's OK to say you don't know.
- If you've created a website or social media presence for your project, mention it during your interview, so readers/viewers can learn more about your cause.

### **After the interview:**

- Ask the reporter what day and time the story will run and keep an eye out so you can pick up, print out or record a copy. (While some outlets will provide you with a copy/link upon request, keep in mind that you will probably need to make your own arrangements.)
- Let Harold know how the interview went and, if possible, send a link to [harold.banks@prudential.com](mailto:harold.banks@prudential.com).
- Show off your hard work – consider sharing the clip on any website you've created for your project!
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## Social Media Tips for Honorees

As you know, social media can be a great way to raise awareness of your volunteer work. With your parents' permission, here are a few ideas for ways to increase your impact by talking about your service on social media:

- Have you created social media accounts for your project? Consider keeping them up to date, even when you're not trying to drive event participation or donations; you can share project photos, results updates, relevant articles and links to any press you might receive. It's an effective way to help supporters stay engaged and up to date with your work.
- We have asked you to consider making a short video about your service activity. If you do, no need to save it just for us – feel free to post it to your own accounts.
- We will be using the hashtag **#PruSpirit2020** to talk about the May events in Washington, D.C. In the meantime, we encourage you to use that hashtag to talk about your project and connect with fellow State Honorees.

In the next couple of weeks, we will be sharing Honoree stories on Facebook, Twitter and Instagram. Keep an eye out, and feel free to share.

**Keep up with the latest from The Prudential Spirit of Community Awards:**

