

CDC Influenza Awareness Campaign Media Relations Toolkit

October 2008

Created by the Centers for Disease Control and Prevention (CDC)

CDC Influenza Awareness Campaign Media Relations Toolkit

October 2008

Created by the Centers for Disease Control and Prevention (CDC)

<i>About the Campaign</i>	2
<i>Using Media to Support the Campaign</i>	2
Step 1: Developing Key Messages	3
Step 2: Developing Press Materials	4
Step 3: Preparing for Outreach	6
Step 4: Training Your Spokespeople	7
Step 5: Pitching the Media	8
<i>Appendices</i>	
A: Key Messages and Talking Points	
B: News Release Template	10
C: Public Service Announcement Tip Sheet	17
D: Sample Matte Article	18
E: Checklist for Conducting a News Conference	20
F: Media Advisory Template	21
G: Speechwriting Tip Sheet	23
H: Public Speaking Tip Sheet	24
I: Additional Resources	25