

Donate Life Rose Parade® Float

Local Media Opportunities



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This document is to help guide you with local media opportunities only. All national media opportunities will be coordinated through the Media Committee.

UNIQUE OPPORTUNITY

All our stories are special. But having someone honored on the Donate Life Rose Parade float is so rare and unique. Package it differently than you do your other stories. Take ownership of it. It's your honor and privilege to tell their story on a worldwide stage.

EVENT TO ANNOUNCE THE HONOREE

- If you've had several honorees from your market in the past, consider planning an event to announce your honoree.
- Have last year's honoree (or donor family member) 'pass the baton' to this year's.
- For a floragraph decorating event, select a place that meant something to the honoree where family, friends, co-workers can gather and that will lend itself to a media event. Some that have been used: hospital, school, company, etc. Depending on where you have it, get their top officials involved (CEO, principal, Board members, etc.) and invite them to the event. Also tap the PR/marketing staff at the location. If possible and appropriate, invite local dignitaries and politicians –someone from their own community is being honored in such a huge way! They can all use the story in their internal newsletters.
- One year the floragraph honoree's family had special T-shirts made for all of them to wear to the event to honor their loved one. If they do so in your area, consider giving a couple shirts to key TV anchors who may hold one up and show it on-air.
- Invite the hospital team who took care of the donor, rider or walker to all events. Work with the transplant center's PR Department to promote it on their in-house TV's, website, newsletters, etc.

PACKAGE IT DIFFERENTLY

- Let the media know if this is the first time someone is going to be honored on the float, or the first time an African American will be honored from your area, or the first walker you'll have from your area, the first time a floragraph will be decorated locally, etc.
- Deliver a comprehensive press kit (will be posted on the Donate Life Rose Parade float website) to the TV stations (e-mailing the appropriate contacts ahead of time that you're going to, and after

that you did). To make it really stand out, deliver a small vase with a real rose. (Supplies can be purchased at a 'dollar store' for a nominal cost). Include a copy of the B-roll of past footage with the press kit.

- Start updating your media contact list now. Include EVERY TV and radio station in your area. In addition to the Assignment Editor and News Director, include all TV reporters and anchors. Go a step further with your radio stations – go online and make sure you have a current list of all LOCAL on-air personalities (not the national shows which so many stations are using!)
- Create a flyer you can e-mail and mail to these DJ's inviting the honoree or family member of the floragraph honoree and your OPO spokesperson to go on their program any time between November – December (often fall schedules fill up early). You can revise the same flyer for print publications. Be sure to include all of the small suburban papers in your area (they are always looking for stories and will usually run them as is!) Include special interest stations and publications including religious, sports (if your honoree has a connection), etc.
- Revise the same flyer for all local TV programming and news programs where appropriate.
- Include publications that may have a connection to your honoree. If they were an avid golfer, include your area golf magazines. If it was a young person, there may be a parent-oriented newspaper or magazine.
- Then follow-up with all!! Over and over again!!!! As you know, the media gets so bombarded with e-mails, etc. and you want to make sure they received your information.
- Post the event on Facebook. Tweet about it. Then afterwards post it on YouTube.
- Create an invitation that you can send to all media contacts as well as to give to the family to send to their family and friends for an event to announce the honoree, floragraph decorating event, etc.
- Have a banner created to hang or post at the event (include the Float logo). Decorate the room with Donate Life balloons.
- Enlarge the float graphic on foam core as a poster at the events.
- Contact a local TV station about covering your event from your city, then following the family to Pasadena and/or working with a local affiliate there. Can send live daily updates.
- If multiple honorees are from your area or state, promote them statewide. (Example: Three Tennesseans being honored on the Donate Life Rose Parade Float)
- Have light entertainment at the event. Examples: school choir if at a school, someone playing a piano that was close to the honoree, someone reading a pertinent poem, etc.
- Brainstorm with your staff – the possibilities are endless.

OPPORTUNITIES AFTER NEW YEAR'S DAY

- If you have a floragraph honoree, plan (maybe as a surprise) to return the framed floragraph to the family - usually in April at a major event. Some suggestions to consider: at major OPO event presented by the Mayor or similar person of notoriety (OPO CEO, City Councilperson, Governor, etc.). Can also have the event at a County Clerk or Department of Safety office.
- Can plan a welcome home celebration or parade for a walker or float rider.
- Have a walker participate as the celebrity lead walker at city-wide upcoming 5K/Run/Walk.
- Follow-up interviews about experience at parade.