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# Calling all Media Mavens and Press Princesses



*Hatquarters needs your help! We are doing a big press push this year to ensure that our 20th Anniversary is given the attention it deserves. Help us get the word out in your local community! While we're at it, let's make you the focus of the local news coverage and ensure that women in your local area learn of the fun and friendship to be had as a Queen or Supporting Member of the greatest playgroup for women in the world!*

*Imagine if every community news outlet where a Hatter lived showcased The Red Hat Society! It could transform the lives of women around the world as we collectively share the message of fun and friendship! And...what could be more fun than appearing in print or on your local news channel sharing your personal Hatter story?!*

*Here's how you can become an extension of the RHS's PR Department in your local area:*

## PRINT

1. Pick up a copy of your local newspaper(s) and/or magazine(s) and find out who is the local writer for your community who spotlights special interest or community news. If you find there are a few, that's even better! Your message is better shared with more than one person. There should also be a contact phone number or email address listed. If not, you'll have to go online to find the information on the publication's website. If you have personal media contacts, please reach out to them!
2. Copy and paste the message provided to the individual(s) you've sourced. Feel free to personalize it to you and share your contact details. If you are hosting an event with your Chapter that the writer can come to, please share that as well. Be sure to share your next big event (within the next two weeks—sending this too early could mean that it is forgotten).
3. In the email, be sure to share photos of you and your Chapterettes. Write the names of the individuals found in the photo(s) from left to right. In many communities, the writers are in short supply and the publications depend on the content (story and photos) from the source of the article. The easier we make it, the more likely our material will appear in the publication.

## TELEVISION

1. It is most likely you are familiar with your local television news channels and local lifestyle talk shows, but if you are not go online to the web and search for "Television News in \_\_\_\_\_ (include City and State/Province)" and "Television Morning Shows in \_\_\_\_\_ (include City and State/Province)." A plethora of resources should appear guiding you to the actual website of the news outlets.
2. Once you've identified your local outlets, you will need to spend a bit of time on the outlet's website. You are searching for the news desk contact, individual anchors who may have their contact information listed, the location to submit a press release, the show's lifestyle producer (if it is a talk show) or the page to give "tips." If you find multiple contacts, that's perfect, too! The more accessible we make our news story, the more likely it will be picked up.
3. Copy and paste the message provided to the location(s) or individual(s) you've sourced. Feel free to personalize it to you and share your contact details. Television news most likely will be interested in ways you are celebrating the 20th Anniversary and might want to attend your next event. Be sure to share your next big event (within the next week or so—sending this too early could mean that it is forgotten).

It is expected that all individuals interviewed by the press and representing our Sisterhood are paid Queens or Supporting Members of The Red Hat Society. When you secure your appearance (because we know you will!) be sure to read through the **Media Prep Tips** from RHS Marketing Director, Emily Yost. If, after reading through these, you still need assistance, she is happy to speak with you. Her information is listed within the document provided.

*The Red Hat Society wishes to thank you in advance for your support and enthusiasm for our 20th Anniversary. We hope to see you all in the news REAL SOON!*

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## Media Prep Tips

*There is nothing more impactful than a prepared speaker. There's nothing more life changing than a Red Hat Society Member who is ready to share the powerful message of Fun and Friendship! Below, you'll find key message points and tips for ensuring your interview will go well.*

### Be Prepared

Read through the [RHS Press Kit](#). Have some facts in your mind that you find impressive and important. Those listed on the Fun Facts Page are great choices. Being familiar with the press kit means you are ready to go "off topic" with the reporter/interviewer and feel comfortable.

### Key Message Points To Share

1. The RHS is an international playgroup for women approaching 50 and beyond. Those over the age of 50 wear red hats and purple clothing while those under 50 wear pink hats and lavender clothing until they REDuate into their "big girl colors."
2. Members play both on and offline on our website, Red Hat Society.com--the hub of communication for the Membership around the world.
3. Women join the Society by visiting RedHatSociety.com and then are free to connect with Members and/or align with local Chapters.
4. When/if asked, "What do Red Hat Society Members do?" Answer with, "Quite honestly, whatever we find fun. Although a strange concept for women to wrap their minds around, it is a life changing freedom. Most women give their all to family, career, and community. And they enjoy it. But, along the way, sometimes our existing bonds of friendship gradually diminish. Membership in the Red Hat Society is a rewarding vehicle for reconnecting old friends, making new friends and rediscovering the joy of getting together with other woman for the express purpose of... having FUN! We whole-heartedly promote periods of "recess" from the cares and duties of everyday life in which Hatters gather for no other purpose than to play."
5. Once joined, the Members may download our app which puts connecting with other Members, finding events and socializing at your fingertips!
6. The RHS can be found in all 50 States and nearly 30 countries around the world.



7. Our first red hat is now found in the Smithsonian Institution's National Museum of American History in Washington, DC.
8. With our bold color choices and zest for living life to the fullest, The Red Hat Society is changing the traditional notions of maturing women.
9. Invitation to join: 2018 marks our 20th Anniversary and I want to personally invite all women in my area to know that she matters. Let this serve as your official invitation to join us. If you want to have fun and friendship in your life...there's only one, join the fun! I'm happy to help get you connected in our local area.

### **Your Personal Hatter Story**

Be prepared to quickly and precisely share your personal Hatter story—your testimonial if you will. You do not want to ramble so it's important to think your story through. What drew you to the Society? What excites you most about being involved? Points to consider when preparing your story:

1. Women so often are afraid they will not fit in. When you share your story, help them find themselves within it by sharing how you found the Society to be very welcoming.
2. Share how RHS changed your life, how the friendships have been of support to you.
3. Rest their fears of putting on our regalia. Many times a woman will not take the leap and join because they are afraid of looking (or feeling silly) in our regalia. Share with them how you are perceived in the area, what the regalia has done for you and why there is still individuality found within our regalia.

Ensure that the article or story showcases the Red Hat Society's contact information, not your personal phone number and email. We want women to join the Society first and then use the tool provided to connect with you. The contact information that should be given for "How To Join" should be RedHatSociety.com, 866-386-2850 (US only) or 714-738-0001 (international callers).

