

Media engagement & skills training

Be prepared to engage with the
news media...or not.






DECISION POINTS


Why, where, how, and when to engage with the news media (and when and why YOU may have to decide)

WHY should we engage?

► It's an opportunity to
tell the great story
of **TOYS FOR TOTS**
and the people
behind it.

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WHERE should we engage?

A small red triangle pointing to the right, positioned to the left of the text.

At a time and place
of our choosing, to
the greatest extent
possible.

HOW should we engage?

▶ With the right
spokesperson, in
the best format and
environment for our
**desired
objective(s).**

WHEN should we engage?

- ▶ When we're best prepared (although that's not always under our full control)

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WHEN shouldn't we engage?

▶ When the
circumstances
dictate another
approach.