



**2009**  
**Craft Night PR and Media Handbook**

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February 20, 2009

Dear CHA Member:

As a valued member of the Craft & Hobby Association, you represent one of the more than 4,000 member companies engaged in the design, manufacture, distribution and retail sales of products in the near \$30 billion U.S. craft and hobby industry.

Economically, this is a challenging year for all of us. As such, the Craft & Hobby Association wants to provide an action plan to encourage consumers looking for things to do at home, to craft.

The platform is Craft Night. Leveraging the economic downturn and emphasizing the 8 benefits of crafting, Craft Night is designed as a pledge for consumers to commit to crafting 1 night per week.

The position you are in is an important one, as you personally have the ability to impact your business by the way you communicate to the public and to the media. This is public relations.

We developed this handbook to support you in this regard, as well as to help you gain publicity for your business by promoting Craft Night. The handbook includes an overview of public relations, media tips, a template Craft Night press release, as well as suggestions on how to implement the Craft Night initiative at point-of-sale to build your business.

We hope the ideas contained in this handbook will help you garner positive attention to grow your business and encourage consumers to craft.

Thank you and happy crafting,

The Craft & Hobby Association

## What Is Public Relations?

Public relations is the art of communicating information about your business to your target audiences (existing customers, potential customers and the community). When used effectively, public relations can be instrumental in assisting your brand achieve its business objectives. Public relations consists of a number of communication methods often used in tandem to achieve specific goals, including media relations, promotions, sponsorships and on-site events.

## The Value of Public Relations

It is difficult to overestimate the value of public relations because it is the only aspect of a company's marketing mix (advertising, direct mail, point-of-sale information, etc.) that cannot be purchased. It must be "earned" in the sense that the media, ultimately, will judge whether PR will reach readers and viewers – or if the information will end up as newsroom trash.

As a result, PR bears the implicit approval of the media in which it appears. Readers and viewers understand this (sometimes subconsciously) and typically attach more credibility to PR in news columns or on news programs than they do to paid advertising.

Simply put, PR is news – whether it is in print or on radio and television. Positive PR has a positive impact on customers, on the communities in which a company does business, and on your team members. Over time, a proactive PR program can meaningfully enhance the public profile of a company. A favorable profile has numerous benefits, ranging from bringing in new business to helping garner community support in times of crisis.

Obtaining positive PR requires being a quality citizen in the community, providing excellent products and services and finding newsworthy ways to be recognized. If the media does not perceive information to be newsworthy (either as hard news or as a feature), it will not be publicized. As a result, understanding the media and appropriately packaging information are critical to gaining consistently positive PR.

Because of the subjective nature of the news industry, it is impossible to guarantee placement of every news story. Clearly, topical news stories stand a better chance for coverage.

It is also important to understand what PR is not. It is not a substitute for paid advertising. Many messages that a company needs to communicate can be conveyed only by ads, direct mail, and similar communications because the messages lack news value. PR is a key part of the marketing mix and should complement advertising's message, reflecting a coordinated media plan.

## Public Relations vs. Advertising

When building a brand, many trusted marketing experts suggest a leading role for public relations. Messages that are delivered through **public relations channels (earned media, speeches, third parties, etc.) are generally viewed as more credible** than claims made in advertising pitches. Establishing credibility with target markets is especially critical when making claims about brands.

**Many studies prove that audiences find editorial portions of media far more believable than they do advertising.** Consider how advertising can cheapen the image of doctors, health experts, lawyers, and other professionals. On the other hand, when an expert is quoted in the news media, he or she not only strengthens the story but also lends credibility to product claims and benefits mentioned in the piece.

Other reasons for considering public relations as an alternative to advertising include cost, share of consumers' minds, and merchandising the communication.

**A few differences between advertising and public relations:**

Advertising	Public Relations
Purchased Client speaks Complete control Higher cost Lower risk Less believable	Earned Third parties speak Limited control Lower cost Higher risk Credible

**Used together, advertising and public relations can create powerful synergy.**

## Working with the Media: Media Relations Overview

Developing a solid, professional relationship with the media is one of the most important aspects of public relations. This is mostly born out of trust, providing reliable information, creating interesting and unique story angles and being responsive. You will rely on the media for most aspects of gaining attention from the public, including coverage of news, your promotions, sponsorships and on-site events. The media is among the most persuasive forces in society, and understanding who the media is and how it works is critical to the success of your PR efforts. The media can be not only your friend but also your enemy; so first educate yourself.

### Print Media -- Newspapers/Magazines

Know your target! Always research the newspapers/magazines that you plan to target before approaching them to cover a story. Determine the most appropriate editor to contact to pitch your story. When contacting a reporter or editor by phone, always ask if they are on deadline. Most media have come to rely on email for initially communicating about story ideas

**Publisher:** Responsible for all operations of the newspaper/magazine, including sales, marketing and production. This person is **never** a contact to pitch story coverage.

**Editor:** Responsible for assigning stories to reporters, overseeing sections and editing the stories those reporters write. For community newspapers, editors are typically the better person to contact about local stories since most writers are freelancers and contain non-bylined stories.

**Reporter:** Responsible for writing stories based on information gathered. Most daily newspapers have “beat” reporters, meaning they cover specific topics, such as crime, business or health. In the case of overall feature stories and business stories that may include your company, the reporters we would be targeting will be retail (business pages) and a GA (general assignment) or even a reporter that is writing for the lifestyle section.

**Photo editor:** Responsible for all photos. If you have an event in your store, which does not warrant a full story but provides a good visual (this is typically referred to as “CLO” or “cut- line only”), you should contact the **photo desk** to see if he or she is interested in assigning a photographer to shoot the event. If they are understaffed or unable to send someone, take a photo yourself and send it to this editor along with a brief description of the event and names of those in the photo.

### Broadcast Media -- Television

It is always best to focus on locally produced television programming for coverage of your news and events. Television stations in your area likely consist of four major network affiliates (ABC, NBC, CBS and FOX) and cable stations.

**News Director:** Responsible for all aspects of the news at a particular station. Contact only when there is a problem with the accuracy of a story that cannot be

resolved with the reporter. There is almost never a need to contact the news director.

**Producer:** Responsible for all elements of a newscast. Usually, each show (morning, noon, and evening news) has its own producer. This person is an ideal contact for pitching coverage of live events or for interview opportunities.

**Assignment Editor:** This person is the newsroom “traffic cop” who is responsible for assigning stories to reporters and photographers. In most cases, **this is the best contact to pitch a story idea.** Always ask to speak with the assignment desk editor: Never call in stories to the “News Tips Line.” Before contacting a television station to pitch a story, think about how you can best tell your story visually. Try to be unique!

**Reporter:** Television reporters have similar roles as newspaper reporters. Larger TV stations may also have “beat” reporters, but as a general rule, most TV reporters are general-assignment reporters.

### **Electronic - Radio**

Radio stations appeal to very specific audiences and, therefore, have very specific formats such as adult contemporary, country, news radio, talk radio, jazz, oldies, alternatives, classical, classic rock, or Top 40.

**News Director:** It is acceptable to pitch stories to radio news directors because at many stations, this person is also a reporter. As a general rule, if the radio station is not a 24-hour news station, it is appropriate to pitch stories to the news director. If the station has a 24-hour news format, pitch stories to an individual reporter instead.

**Public Affairs Director/Producer:** All radio stations are required to provide public affairs programs, or shows that provide a service to the community. You should contact public affairs directors/producers if you have a story that involves your work with a community group or nonprofit organization.

**Reporter:** This person has a similar role as newspaper or television reporters. Many radio stations also have in-house promotions managers whom you should approach to pitch events or ideas for a promotion involving your store. Unless a station has an all-news format, do not spend too much time pitching stories to that station.

## **Targeting the Media**

As discussed in the previous section, reporters and editors serve as the “gatekeepers” who determine if your story is indeed news. Use these tips to effectively target the right media and to build valuable relationships.

If you are in a market or metropolitan area with several Craft & Hobby Association members, you may want to consider coordinating your media efforts to tell a larger story that may increase your chances of media coverage.

## Developing a Media List

As a Craft & Hobby Association member, CHA will send a customized local media list to you at your request. Just send an e-mail with your CHA Member ID and zip code to: [memberbenefits@craftandhobby.org](mailto:memberbenefits@craftandhobby.org)

One of the simplest and most effective ways to fine-tune your media list is to read the publications regularly and see who is covering business and consumer stories, particularly as they relate to the retail industry or health and wellness.

For all of your contacts, record the following in a database and update it regularly:

- Full name
- Nickname, if applicable
- Title/beat
- Publication
- Phone number
- Fax number
- E-mail address
- Mailing address
- How the reporter prefers to be contacted (phone, e-mail, mail)
- Notes regarding previous correspondence. (For example: "Wrote a very positive story about local store implementing creative programs to drive sales on Main Street in October 2008 or blogged about crafting in June 2008.")

## Getting to Know the Media

### **What Does the Media Want to Know?**

Local media is generally interested in news about local business. Keep in mind, however, that on any given day reporters are forced to make many decisions about the type of stories they can cover. Hard-hitting or late-breaking news will take priority over "softer" news. The following are examples of the type of information your local media may be interested in knowing about:

- The impact of the recession on your business, creative measures you are implementing to drive sales, your business point-of-view
- Special events held at your store or that your store is participating in (ex. Craft Night events in the store)
- Research or data supporting the benefits of crafting (CHA Attitude and Usage Study)

***Keep your eyes open for additional promotional opportunities, such as major local events and happenings that could offer co-promotion opportunities.***

## Understanding the Media

Editors/reporters are overwhelmed. They are constantly under pressure to meet various deadlines, while often being flooded with information and materials.

Since reporters are constantly being bombarded with story ideas, your mission is to become a valuable source by catering to their needs. For example, a community paper always needs a *local* angle, while business reporters generally want to examine *trends* and economic impact. Television reporters, however, need captivating *visuals*.

Remember: There is no such thing as “off the record.” Practice your key messages and know them well.

### More Tips for Media Etiquette

- Be familiar with the media outlet: Review the publication, watch the newscast, and listen to the radio talk show BEFORE you pitch your story idea.
- Look at your story from the audience’s perspective.
- Know – and communicate – why this audience should care (unusual, prominent, change, timely, proximity, controversial).
- Always ask, “Is this a good time to chat about a story idea?” and respect reporters’ deadlines.
- Know HOW your editors and producers want to be pitched; e.g. their preferences for e-mail, telephone, snail mail or fax.
- Pitch your story to the reporter who covers that particular beat.
- Be prepared with photography, or get ready to photograph.
- Don’t be intimidated by the media. It’s made up of people just like you. Find a common bond – sports, kids, etc. – and you will begin to build a relationship that will pay off tenfold in the future.
- Be honest and upfront. If you don’t know the answer to a question, tell the reporter that you will find the answer – and do so quickly! “No comment” = “I have something to hide.”
- Offer to gather resources and/or facts for the reporter, and put him/her in touch with knowledgeable people who are willing to be interviewed on the topic.
- When the reporter asks for information, do your best to get it even if it may not promote your product or services.
- Be reliable, and make sure the information you provide is accurate and complete.
- Always check the information that you are sending. Make sure e-mail attachments and Web site links all work and are accessible.
- If a reporter does not cover a story the way you envisioned, don’t get angry. Doing so will only ensure that you’ll receive *no* coverage in the future.

## The Power of a Press Release: Constructing a Press Release

1. Your company logo/letterhead
2. Date of the release
3. Contact name, phone number, and e-mail address for the company spokesperson
4. Headline
5. Lead: The first paragraph contains all of your basic information and answers who, what, where, when, why, and how.
6. Body: The rest of the press release provides all of the information that supports the lead paragraph. While the second paragraph goes into detail about why something is happening, the third paragraph often includes a quote from the company spokesperson.

### **Some Basic Formatting Tips:**

- Avoid capital letters. Use an underline for emphasis.
- Use “-more-” at the bottom of the page to indicate that there is a following page and “###” to indicate the end of the release.
- Use active voice, subject-verb agreement, and conversational language.
- Avoid spelling errors, and have someone else proofread your release to double-check for mistakes.
- Avoid industry jargon, and define acronyms.
- Attribute quotes to the appropriate people.
- Number the pages.
- Use white paper.
- Use subheads to break up copy and catch attention.
- Use short sentences.
- Include additional information – backgrounders, fact sheets, brochures, etc. – as elements of a press kit.
- Limit to two pages or less.

### **Questions to Ask:**

- Does your lead grab attention?
- Is it clear why the release’s topic is important?
- Are the sentences short and understandable?
- Does the release flow logically?
- Does the release avoid offensive language and clichés?
- Is the copy descriptive, yet clear and simple?
- Are quotes supported by facts?
- Are dates and contact information easy to find?

### ***Once you have a well-crafted release, send it out!***

Personally e-mail or fax it to your list of reporters. Never “carbon copy” an entire list of recipients in your e-mail press release distribution. No reporter wants to cover a story that every other person in town is covering. Always make your target feel special and, if possible, offer alternative angles that have not been covered previously.

## Elements of an Effective Press Release

- Relates genuine news in a brief, clear, and factual manner.
- Answers who, what, where, when, and why (usually) in the first paragraph.
- Includes information in descending order of importance
  - This is known as the “inverted pyramid style.” Editors cut from the bottom of the story – don’t make them search for the important elements
- Clearly indicates the date of the release and contact information for the company spokesperson.
- Includes quotes from the spokesperson that add depth to the story and express the company’s position/opinion on the news item.
- Includes a local angle.
- Uses facts, not hype.

## CUSTOMIZABLE CRAFT NIGHT PRESS RELEASE

**Contact:**  
Name  
Company  
Email address  
Phone

### FOR IMMEDIATE RELEASE

#### ***(INSERT COMPANY NAME) and Craft & Hobby Association Encourage Consumers to Take the Craft Night Pledge and Reap the Rewards***

**(Insert hometown and State) (February XX, 2009)** - With many feeling the strain of the economy this year, consumers are looking for creative ways to beat the budget blues. Starting March 1, in honor of National Craft Month, (INSERT COMPANY NAME) is challenging (YOUR LOCAL AREA) to take the Craft Night Pledge. By crafting just 1 night per week, people can save some cash, as well as enjoy the health, emotional and extrinsic benefits of crafting.

"Crafting has proven health benefits, both emotional and physical. Whether providing a sense of accomplishment, relaxation, or memory keeping\*, crafting has therapeutic benefits that are appealing to people of all ages, looking for a creative outlet," said Dr. Rallie McAllister, family physician. "Knitting, sewing, scrapbooking, quilting, or almost any craft can help people by reinforcing the many emotional and social benefits associated with focus and repetition. Plus, it's an economical way to have some fun with the ones you love."

Participating in Craft Night is easy and enjoyable, no matter what you are looking to do or how old you are. Here are some examples:

- **Save some money:** A family of four can save more than \$150 a month by having a Craft Night at home instead of going to the movies or out for dinner. Try (insert a craft a family can do together with your company's product ex. *painting photo boxes together*)
- **Encourage a sense of accomplishment:** Parents can help their school-going kids keep up with the latest fashions with a DIY craft night at home. Have your kids (insert a craft parents and kids can do together with (insert your company's project or product ex. *personalize lunch boxes, t-shirts, jeans, headbands and more*) and let their inner creative genius shine.
- **Strengthen your love connection:** A night on the town can get predictable and expensive. To mix things up, try a night in together, (insert a project couples can do together with your company's product or project ex. *customizing throw pillows, or making affordable gifts for family and friends, candle making, or food crafting* )
- **Relax and unwind:** Young professionals can unwind and bond while (Insert a craft young professionals can do in a group or together to benefit memory/relaxation with your company's project or products ex. *creating customized jewelry*) with pooled materials – saving cash, enhancing relationships while improving dexterity, focus and memory.

#### About (INSERT COMPANY NAME)

(INSERT COMPANY NAME), a proud member of the Craft & Hobby Association, is happy to introduce Craft Night this year as they encourage people to take up a crafting to ease stress, save cash and enjoy time together. To learn more about the Craft Night Pledge, or for additional crafting ideas visit (INSERT YOUR WEBSITE). (Add a short paragraph about your company.)

\*CHA Attitude & Usage Study - 11/30/08

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## How to Communicate a Message to the Media Amplifying Your Key Messages

Key messages are the most important points you want to get across about your business when communicating to your target audiences and the media. If you've done a good job of communicating your key messages during an interview, you should be able to see all of your key messages when you read the resulting story.

Developing a set of thoughtful, compelling messages is essential for effectively managing the communications of any large and diverse organization. Only by speaking with one "voice" can we harness the enormous power of our collective communications capabilities. Solid, well-considered messages are the prerequisite for any successful proactive strategic communications program. These messages become the basis for all our press releases, media letters, talking points, fact sheets, informational brochures and/or issues advertising.

Put simply, messages are a few carefully prepared, concise, and memorable thoughts that align with our business objectives and differentiate our voice from that of others. Messages are the thoughts we most want our potential customers to remember. Messages make it easier for us to tell the crafting story; and for others to remember and pass it along to their friends.

### Craft Night Key Messages

- The Craft & Hobby Association, along with its members, develops programs to *motivate occasional crafters* to craft more by highlighting the many emotional, physical, and extrinsic benefits of crafting.
- According to the Craft & Hobby Association, there are many benefits to crafting (8)\*:
  - Emotional benefits:
    - *Sense of accomplishment*
    - *Relaxation*
    - *Recommended by friends or family*
  - Physical benefits:
    - *Memory Keeping*
    - *Health*
  - Extrinsic benefits:
    - *Economy/Value*
    - *Enables Spending time with others*
    - *Interaction with Children*

\*CHA Attitude & Usage Study - 11/30/08

- The Craft Night pledge is a commitment to craft 1 night per week, every week.
- By taking the Craft Night pledge, consumers can enjoy the benefits.
- Anyone can participate in and reap the rewards of crafting. We have ideas for every age group and demographic.

## General Crafting Key Messages

- According to the Craft & Hobby Association:
  - Approximately 56% of US households participate in crafting projects at least once per year (48 million households).
  - Crafting is a near \$30 billion industry (exact figure \$28 billion)
  - 54% of craft projects are used for gifts
- Crafting empowers budget-minded shoppers to re-create the look of runway fashion, celebrity trends, and cultural influencers.

## Reaching Out to Local Media

To complement press releases, developing story angles – typically called “pitches” – is crucial to garnering media coverage. Targeted pitches are tailored for reporters with specific beats at specific publications – be it print or broadcast media. Though the sample pitches below include a press release, in general pitches do not have to be sent accompanied by a press release.

Print media generally prefer email pitches and 1 follow-up call. Follow-up calls should come approximately two days after the initial e-mail pitch was sent. It is best to reach print reporters and editors from 10 a.m. – 2 p.m. Never call a print reporter after 3 p.m. unless it is an absolute emergency or you are working with the reporter already on a story that requires fact-checking or call backs. It is best to contact broadcast producers in the hours after or well in advance of their news airings. You never want to contact a producer during the couple of hours leading up to a newscast.

For broadcast media, it is best to call in the morning and ask for the assignment editor. Always ask for their email address, too. Be prepared to fax information to television stations as well. It may take a few calls to get the appropriate assignment editor on the phone.

## Pitch Ideas

**Idea:** Introduce Craft Night to your local lifestyle media

**Timing:** Beginning March 1, 2009

**Target:** Print media. Lifestyle/ Features editor. Could also be sent to a community editor.

**Email Subject line:** Take the Craft Night pledge and reap the rewards

(INSERT NAME OF EDITOR),

Just about everyone is battling the budget blues these days, but it doesn't take much to save some cash, enjoy time with loved ones and relax.

In time for National Craft Month, (INSERT COMPANY NAME) is introducing the Craft Night pledge to encourage consumers in (INSERT NAME OF LOCAL AREA) to enjoy the benefits of crafting.

By taking the pledge and committing to craft 1 night per week, anyone can reap the rewards, including having a sense of accomplishment, building your memory and saving some money\*. All it takes is a creative hat and some supplies.

The press release below elaborates in further detail of how (INSERT COMPANY NAME) is helping the residents of (INSERT LOCAL AREA) to dial down the dollars and turn up the fun.

I'd love to speak with you about this further when you have some time. I'll loop back with you in a few days. In the meantime, please don't hesitate to contact me with any questions. All of my contact information is listed below.

Thanks, (INSERT NAME OF EDITOR), for your consideration. I look forward to hearing from you.

Best,

(INSERT YOUR NAME)  
(INSERT YOUR TITLE)  
(INSERT YOUR COMPANY NAME)  
(INSERT PHONE NUMBER AND EMAIL ADDRESS)

\*CHA Attitude and Usage Study, 11/30/08

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**Idea:** Introduce Craft Night as creative retail/business solution

**Timing:** Beginning March 1, 2009

**Target:** Local print business editors and local broadcast retail/business reporters and producers.

**Email Subject line:** (INSERT COMPANY NAME) combating recession with creative crafts

(INSERT NAME OF EDITOR),

With the economic downturn in full-swing, retailers both big and small are looking for creative ways to drive sales while simultaneously encouraging fiscal responsibility.

At (INSERT COMPANY NAME), we are encouraging our consumers to take the Craft Night pledge, where they commit to crafting 1 night per week. This has many economical and emotional benefits. For example, a family of 4 could save more than \$150 per month by replacing their weekly movie or dinner outing with a night of crafts. Crafting also has proven emotional and health benefits, such as relaxation, memory-keeping and sense of accomplishment\*.

The press release below elaborates in further detail of how (INSERT COMPANY NAME) is helping the residents of (INSERT LOCAL AREA) to dial down the dollars and turn up the fun.

I'd love to speak with you about this further when you have some time. Perhaps you'd like to come by (INSERT COMPANY NAME) and see how our consumers are participating in the pledge.

I'll loop back with you in a few days. In the meantime, please don't hesitate to contact me with any questions. All of my contact information is listed below.

Thanks, (INSERT NAME OF EDITOR), for your consideration. I look forward to hearing from you.

Best,

(INSERT YOUR NAME)  
(INSERT YOUR TITLE)  
(INSERT YOUR COMPANY NAME)  
(INSERT PHONE NUMBER AND EMAIL ADDRESS)

\*CHA Attitude and Usage Study, 11/30/08

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## What to Do When the Media Calls

Once you send out a well-crafted press release and begin building relationships with reporters, at some point you will very likely be asked to participate in an interview. Follow these tips to effectively communicate your message.

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- **Know Your Key Messages.** Prepare and rehearse your key message points – limit yourself to the three most important messages. Use these key messages throughout the interview.
- **Control the Interview.** Answer questions posed by the reporter and bridge to your key messages. Don't wait for the interviewer to bring up your topic, because it may not happen.
- **Answer With a Headline.** Begin with your key message, then follow up with basic facts and elaborate so if you are interrupted the most important information is not lost.
- **You Have Limited Time.** Keep in mind the length of time originally planned for the interview. If the interviewer doesn't introduce your topic within a reasonable amount of time, you can do so by asking the interviewer a question that moves him/her to the topic.
- **It's Okay Not to Know.** If you don't have the answer to a question, offer to check with the appropriate source and get back with the interviewer as soon as possible.
- **Always Use Simple Sentences.** Sum up a complicated answer in a couple short sentences. Also, avoid industry jargon or technical language. Speak in a language

the general public can understand, and assume that they have no information about your business. Approach the interview from the public's viewpoint.

- **Never Repeat the Negative.** When answering a negative question, neutralize the negative first, then bridge to one or two pertinent points that will present a more positive view. For example, if a reporter asks you why your prices are so high, never start your answers with, "Our prices are so high because..." Always start on a positive note.
- **Confirm Your I.D.** Check that the reporter has the correct spelling of your name and your proper title, address, telephone number, etc.
- **Be Yourself.** Relax and be conversational. An interview is not a speech.
- **Credibility Is Everything. Play it Straight and Be Truthful.** A minor misrepresentation can become a major problem and destroy your credibility.
- **Never Argue With the Reporter.** You will always lose.
- **Be Enthusiastic.** If you do not seem to be excited about your topic, the audience will not be interested either.
- **Everything Is on the Record.** Don't say anything you don't want printed or reported.
- **Watch Your Tone When Responding to a Question.** It is important to think for a moment before you answer a question and to recognize the question that you do not have to answer at all. *See below.*
- **Give Direct and Immediate Answers.** Most questions will be on subject and expected. If you're prepared, that is the ultimate opportunity to get your point across. Often your first and best opportunity to explain why you are there is immediately after you have been introduced.
- **Do Not Ramble.** There is no magic length of an answer, but 15 to 25 seconds is a good rule of thumb. Try to be simple and direct.

**Questions you do not have to answer:**

- Personal questions
- Competitive questions
- Third-party questions
- Questions involving legalities or negotiations

You should share with the audience why you are not answering. For example, you could say, "I can't answer that due to competitive reasons."

If you elect to not answer a question, **do not respond with "No comment."** It makes you appear as if you have something to hide.

## Media Interview Do's and Don'ts

During an interview, it is to your advantage to get your message across as many times as possible, using different kinds of support. The questions you are asked will not always lead you directly to your prepared messages, however. Try using these simple control techniques:

### **Bridging**

Bridging is a technique used to move from what the reporter wants to discuss to what you want to discuss, from one aspect of an issue to another. It involves dealing with the reporter's question briefly and honestly and then promptly following that response with your message.

Some simple examples of bridging tools are:

- "Yes...(the answer), and in addition to that...(the bridge)"
- "No...(the answer), let me explain...(the bridge)"
- "I don't know...but what I do know is...(the bridge)"
- "That's the way it used to be...here's what we do now...(the bridge)"

### **Hooking**

Hooking is a technique used to influence the next question you will be asked. Hooking calls for you to end your message with a statement that requires a follow-up question by the reporter.

For example:

- "That's only one of the reasons that our business is better faring better than the local competition."

The hooking statement listed above demands a follow-up question such as, "Oh, tell me more about these features," or "What other reasons are you referring to?"

### **Flagging**

Flagging helps your audience remember your message by emphasizing or prioritizing what you consider to be most important.

For example:

- "The most important point to remember is..."
- "I've talked about a lot of things today. I think it boils down to these three points..."

# Craft Night Resources



## Craft Night Pledge

I, \_\_\_\_\_, hereby declare that I am taking the Craft Night Pledge! One night a week, I will participate in a craft-making activity. Crafting will help me reap many rewards, including saving money, relaxing, building stronger relationships and enhancing memory and dexterity. That's reason enough to get started.

Now say it once, say it loud... I'm crafting. And I'm proud.

Signed,

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Date)

## 2009 Craft Night Resources

### Using the Craft Night Logo

Incorporate **Craft Night** in all promotion and marketing efforts. Using this logo builds consumer recognition for the brand, and leads consumers toward a lasting emotional connection to crafts.

All industry segments have opportunities to use the logo and remind consumers why they love to craft, or why they should start crafting. This repeated message can make a difference. It can cause the impulse that drives consumers into craft stores – whether they see **Craft Night** on packaging, advertisements, newsletters, magazines or any other marketing efforts and get them excited for the promotion.



#### Here are ways to use the logo:

- Make the **Craft Night** logo:
  - A permanent fixture on your letterhead, envelopes and business cards
  - Part of your design layouts
  - Prominent in any direct marketing efforts
  - An important element in your internal and external communications
- Display the **Craft Night** logo:
  - On your website or blog
  - In circulars, newsletters, custom fliers and e-mail blasts
  - On posters
  - During your product demos

CHA grants its members the right and license to use CHA's branding logo for **Craft Night**. For detailed trademark usage and guidelines please see the next page.

## CHA *Craft Night* Logo Usage Guidelines

These guidelines are intended to insure you that members have the right and license to use the branding logo without concern about legal ramification.

1. **General:** All CHA Trademarks shall be used in a manner consistent with proper usage, as described in these guidelines.
2. **Appearance of Logos:** Licensed Member shall ensure that the presentation of the CHA Trademark for *Craft Night* should be consistent with CHA's own use of the CHA Marks in comparable media.
3. **Notices:** All CHA Trademarks and service mark shall be designated with the "SM" "TM" or "®", in the manner directed by CHA.
4. **Appearance:** From time to time during the term of the license, CHA may provide Licensed Members with written guidelines for the size, typeface, colors and other graphic characteristics of the CHA Marks, which upon delivery to Licensed Members shall be deemed to be incorporated into these "Craft & Hobby Associated Trademark Usage Guidelines."
5. **Restrictions Upon Use:** The CHA Marks shall not be presented or used:
  - a. In a manner that could be reasonably interpreted to suggest editorial content has been authored by, or represents the views and opinions of CHA or any CHA personnel;
  - b. In a manner that is misleading, defamatory, libelous, obscene, or other otherwise objectionable, in CHA's reasonable option;
  - c. In a way that infringes, derogates, dilutes or impairs the rights of CHA's reasonable opinion;
  - d. As part of a name of a product or service of a company other than CHA, except as expressly provided in a written agreement by CHA.
6. **Remedy:** The Licensed Member will make any changes to its use of the CHA Marks as requested by CHA.
7. **Revisions:** These guidelines may be modified at any time by CHA upon written notice to the Licensed Members.

## Easy Craft Night Integration Tips

### **How you can participate:**

1. Download the Craft Night Pledge form from [www.craftplace.org](http://www.craftplace.org) and put it out in your store. Also, upload it to your Web site.
2. Put together a list of 5 easy crafting projects using your product. Make sure to include something for everyone: families, professionals, groups of friends, couples etc. Post the list on your Web site or in-store and encourage your consumers to participate.
3. Ask consumers to send you pictures of the projects they've completed. Showcase them on your Web site, your Flickr page (see next page for instructions of how to create) or in-store.
4. Take the pledge yourself and blog/Twitter about how it is going for you and the benefits you are enjoying.
5. Offer "Craft Nights" once a week in-store. At these events you can offer individuals unlimited crafting for 2 hours for \$10 (or however much is appropriate). Provide the dates and times of these in-store events to your local newspaper calendar listings editors; this will help get the word out to your local consumers and drive traffic in-store.
6. Offer "Craft Night" promotional deals, where consumers who sign the pledge in-store receive a 10% discount off their next purchase. If they bring in photos of their "Craft Night" they could have an additional 5%.

## Flickr Usage Instructions

### What is Flickr?

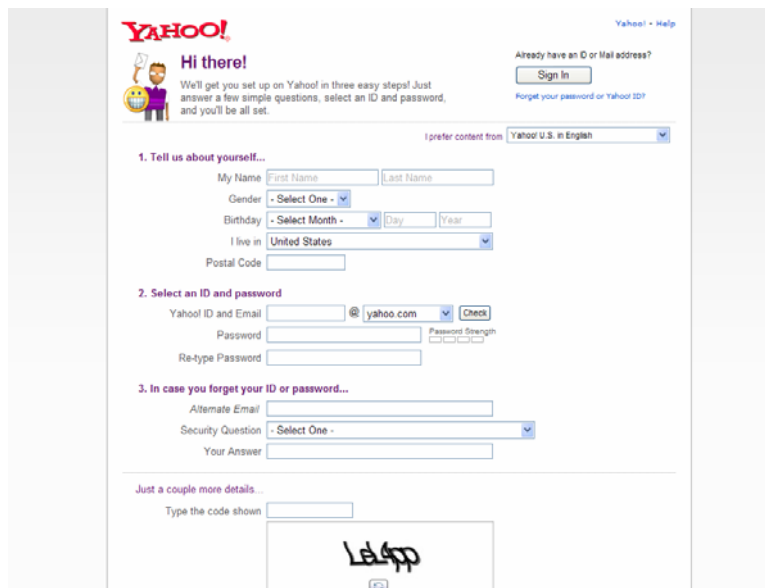
**Flickr** is an image, video hosting website and online community. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. Flickr allows photo submitters to organize images using tags which allow searchers to find images related to particular topics. You can also create groups on Flickr based on mutual interests.

### How to Use Flickr for Craft Night

1. Encourage your consumers to upload their images to Flickr, tagged with “Craft Night.”
2. Leverage Flickr as a social and business networking tool, targeting crafters who are in your area for in-store promotions, events and “Craft Nights.”

### Creating an Account:

1. Navigate your internet browser to [www.flickr.com](http://www.flickr.com)
2. Choose the “create your account” tab on the right hand side of the page
3. If you already have a Yahoo user account, you can register on Flickr with your Yahoo name and login. Once you have registered your Yahoo account, you are an official member of the Flickr Community and can start uploading your Craft Night photos. If you are not a Yahoo member, continue to step 4.
4. In the table on the right-hand side of the page, it will say “Don’t have a user ID? Sign up now”. Click this link.
5. Once you have clicked the sign-up link, it will take you to the information entry site – seen here:

A screenshot of the Yahoo! account creation page. The page features the Yahoo! logo at the top left and a "Hi there!" greeting. Below the greeting, there are instructions: "We'll get you set up on Yahoo! in three easy steps! Just answer a few simple questions, select an ID and password, and you'll be all set." There are two buttons: "Sign In" and "Sign Up". A dropdown menu shows "I prefer content from Yahoo! U.S. in English". The form is divided into three sections: 1. "Tell us about yourself..." with fields for "My Name" (First Name, Last Name), "Gender" (Select One), "Birthday" (Select Month, Day, Year), "I live in" (United States), and "Postal Code". 2. "Select an ID and password" with fields for "Yahoo! ID and Email" (with a dropdown for "@ yahoo.com" and a "Check" button), "Password", "Re-type Password", and a "Password Strength" indicator. 3. "In case you forget your ID or password..." with fields for "Alternate Email", "Security Question" (Select One), and "Your Answer". At the bottom, there is a section "Just a couple more details..." with a "Type the code shown" field and a CAPTCHA image showing the word "Lalapp".

6. Continue filling in your information and click, “Create my account.”
7. You have now created your very own Flickr account and can begin uploading pictures. Tag them with “Craft Night” to join the community that is celebrating the benefits of crafting.

## Craft Night National Spokesperson Information

The Craft & Hobby Association's national spokesperson for Craft Night in 2009 is family physician, Dr. Rallie McAllister. You'll note that the press release included in this handbook contained a quote from her. Please feel free to use this approved quote from Dr. McAllister in supporting materials regarding **Craft Night**. This quote is not to be edited, altered, or changed in any way. The CHA Usage Guidelines apply to the use of the quote from Dr. McAllister in any supporting materials.

### **Approved Quote:**

"Crafting has proven health benefits, both emotional and physical. Whether providing a sense of accomplishment, relaxation, or memory keeping\*, crafting has therapeutic benefits that are appealing to people of all ages, looking for a creative outlet," said Dr. Rallie McAllister, family physician. "Knitting, sewing, scrapbooking, quilting, or almost any craft can help people by reinforcing the many emotional and social benefits associated with focus and repetition. Plus, it's an economical way to have some fun with the ones you love."

\*CHA Attitude and Usage Study, 11/30/08

### **Dr. Rallie McAllister Biography**

Rallie McAllister, MD, MPH, MSEH

[www.rallieonhealth.com](http://www.rallieonhealth.com)

Dr. Rallie McAllister is a board-certified family physician and the award-winning author of five books, including *Healthy Lunchbox: The Working Mom's Guide to Keeping You and Your Kids Trim* (Lifeline Press, 2003, 2004) and *Riding for Life: A Woman's Guide to Lifetime Health and Fitness* (BloodHorse Press, 2007). For more than a decade, her syndicated column, *Your Health by Dr. Rallie McAllister* (Creators Syndicate, Los Angeles, CA), has appeared in newspapers across the country, reaching millions of readers each week. McAllister has served as a medical expert for ClubMom, WebMD, *Parents* magazine, BabyCenter.com, and has been featured in *USA Today*, *Prevention*, *Better Homes and Gardens*, *Family Circle*, *Redbook*, *Glamour*, *Cosmo*, and many other popular magazines. Rallie is the former host of *Rallie on Health*, a weekly television news magazine and a radio program by the same name. A dynamic public speaker, McAllister entertains, educates, and inspires audiences from coast to coast. Rallie enjoys knitting, painting, and crafting with her children.

