**Show and Tell Toolkit - Agency and Cluster**

**To: Agencies and Cluster**

**From: Executive Office of the Mayor, Office of Communications**

**Version: 3.0**

**Revised as of March 6, 2023**

Show and Tells are an important and exciting way to highlight, inform and create awareness and conversation about topics, projects and policies that each Agency and Clusters are working on. It is a direct way that we can share with the public the exciting things happening right here in our District.

EOM is here to support and guide Agencies and Clusters through the process, but it is the Agencies and Clusters responsibility to submit ideas for Show and Tells and prepare, build and execute the event.

Agencies and Clusters should brainstorm and propose diverse Show and Tells including but not limited to: milestones, policy rollouts and updates, celebrations, educational and awareness pieces, highlights of businesses or community members and programs.

**Press Overview**

It is important for Agencies and Clusters to build rapport and long-lasting relationships with the press. Having strong relationships will help the stories get covered and make it easier to reach out when you are pitching the story.

Knowing and working with the press cycle schedule to pitch your story is critical. Below provides some insight to the press cycle timeline, so you are better able to pitch the event at the most convenient time.:

**9:00 AM** Morning Reporters have their daily meeting with the editors to pitch stories for the day

**12:00 PM** Print journalists submit stories

**3:30 PM** Evening Reporters have their daily meeting with the editors to pitch stories

**4:00 PM** Print journalist submit stories

**4:00 PM - 11:30 PM** Broadcasting reports go live

Knowing the schedule of the outlets informs us with when it is the best time to pitch a story and send out a press advisory. **The best time to pitch a story is between 12:00 PM- 2:00 PM and after 6:00 PM.**

**Agency and Cluster Timetable**

All Show and Tells should be submitted a minimum of three weeks in advance to the event. Please use the online request form to submit the Show and Tell.

 **2 months – 3 Weeks Out** Submission of Show and Tell. This includes all event details.

**1 Week Out** Associate Director of Operations schedules a meeting with stakeholders to brainstorm and plan the show and tell. Objectives are to confirm vitals, potential speakers and sequence of events and communicate deliverables and action items. First Draft of Media Advisory and Press Release due to JIC for review if necessary.

**\*1 Week Out** If this becomes a Mayoral Event, the meeting is with the Associate Director of Advance who will confirm logistics and run of show. First Draft of Media Advisory and Press Release due to EOM Comms for review.

**3 Days Out** Check in with individuals to confirm logistics and review remarks. Will receive media advisory edits.

**\*3 Days Out** If this becomes a Mayoral Show & Tell, the Check in is with the Associate Director of Advance who will confirm logistics and run of show. Will receive media advisory edits.

**2 Days Out** Cluster lead will flag final Media Advisory to JIC no later than 12 PM two days before the event.

**3:00 PM 1 Day Out** Media advisory is sent out by Cluster lead/Agency no later than 3 PM .

\*\*Subject to change if Press Secretary/Director of Communications gives alternative directions for a specific event

**\*3:00 PM 1 Day Out** If this is a Mayoral Show & Tell, the Media advisory is sent out by EOM Comms by no later than 3 PM .

\*Subject to change if Press Secretary/Director of Communications gives alternative directions for a specific event

**Day Of** Cluster/Agency hosts their event and Cluster Lead / Agency is responsible for sending out the Press Release to their media contacts during the event.

**Think Through PPSPS (*Press conference, pitch, show and tell, placement, spokesperson)***

*Press Conference and Show and Tells*

These two examples are made for TV. Traditionally, a press conference is more formal and a Show and Tell is typically an informal event that highlights the work agencies are doing in the community.

*Spokesperson*

Traditionally, these are directors and subject matter experts. However in the case of Show and Tells, some of our best spokespeople are DC residents who can speak to the impact our programs and initiatives have on their daily lives.

*Placement*

With every story, it’s important to take into consideration who are target audience is and where they are getting their news from. Below are a few platforms we may consider placing stories:

* Print Media
* Television
* Radio
* Social Media
* Podcast