



Tommy Moose Program Promotion and Media Guide



Revised September, 2009

Introduction

The Tommy Moose program is one of the most popular community outreach programs in the Moose organization's history. Because of your dedicated and diligent work, since 2003, the men and women of the Moose are about to reach the milestone of distributing the 100,000th Tommy Moose plush doll to police, firefighters and other emergency services personnel to give to children in need.

To maximize the impact of this success, we present this Tommy Moose Promotion and Media Guide. We have created this promotional booklet to assist each Lodge/Chapter in publicizing the key messages about the program, as well as recruit and garner attention from the media, the public, and ultimately, public safety officials.



As we approach the 100,000th Tommy Moose milestone, we will be pursuing national coverage at top-rated magazines, broadcast outlets and newspapers. In fact, we are thrilled that our promotional efforts are already gaining national attention. Advertisements in *Police Chief* and *Firehouse* magazines have generated hundreds of inquiries requesting participation in the Tommy Moose program.

This Promotion and Media Guide has been designed with this in mind, to complement these efforts. On the local level, you are encouraged to use this guide to launch a public awareness initiative in your own area over the coming several months. Please note: all relevant materials included in the booklet are also available as separate attachments, for convenience of use.

Through local and national promotions, we intend to raise even greater awareness of the Tommy Moose program, to develop a strong affinity in children to the Tommy Moose character, and to increase the program's usage among public safety personnel across the continent.

If you have specific questions about how to implement a program at the local level, please contact Shawn Baile or Chris Ecker at 630-966-2224, or Kurt Wehrmeister at 630-966-2229.

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Promotion Ideas

Media Relations

Obtaining media coverage is one of the most effective ways of educating a target audience about an event, program or issue. To promote the Tommy Moose program in your area, we recommend reaching out to newspapers, television and radio stations, and online blogs (considered “new media” or “social media”) to educate them about the Tommy Moose program and encourage them to pursue stories.

Our goal is to get news media interested in the story about Tommy Moose and encourage them to talk with Moose members, as well as police and fire department spokespeople, about how the Moose organization is helping the community. In addition to promoting the Tommy Moose program, this is a great opportunity to encourage people to join the Moose, so they too can make a difference.

Remember - local newspapers and television and radio stations are very interested in story ideas from their local readers, viewers and listeners.

Here are simple steps to follow when approaching the media with a story:

- Determine the spokesperson(s) from your Lodge/Chapter. The person who is most familiar with the Tommy Moose program and most comfortable speaking with the media will be the best person for the job. In addition, identify someone who uses the Tommy Moose program at a local fire and/or police department, who can discuss the benefits of the program with the media.
- Review the News Release Template document and fill in your local information. Remember the media in your area are most interested in local stories.
- As a courtesy, contact your fire or police department, letting them know you're sending this release out (if they're quoted, or included in the release.)
- Call the newspaper or station you want to approach. Ask for the name of the News Editor (at a newspaper) or the News Director (at a radio or TV station). Also ask for the News Department's fax number and/or email address. This information is usually available on the outlet's website as well.
- Once you have the contact information, you can either email or fax the news release to them **AT LEAST 2 WEEKS IN ADVANCE OF WHEN YOU WANT THE STORY TO APPEAR**. This will allow enough time for them to develop the story and/or prepare for an event. If you email them, please make sure to include a brief message explaining why you are contacting them and attach the news release.

Sample message:

"Dear Pat: Please find the attached news release about our Tommy Moose program. The Moose organization is marking the distribution of our 100,000th Tommy plush doll this winter, and we're excited to be bringing the program to our own town.

A great photo op will be available when we present these Tommy Moose plush dolls for the first time to the Anytown Fire Department on October 15th. Though I'll follow up

*with you, please contact me at 555-555-5555 for more information in the meantime.
Sincerely, John Doe, Anytown Moose Lodge #1*

- Follow-up with a phone call after 2-3 days of sending the email or fax. This step is very important, as some reporters receive numerous story ideas and news releases every day. They may also delete emails from people they don't recognize, so a follow-up phone call makes sure they know about this opportunity.

Sample phone script:

- *"Good morning. My name is John Doe and I'm calling from Anytown Moose Lodge #1. A few days ago, I (emailed/faxed) a news release about our Tommy Moose program. Do you recall receiving this? (If no, offer to send it again. If yes, ask if this story is something they're interested in covering.)"*

If the reporter agrees to cover the story, details about times, locations and people for interviews can be determined between you and the reporter.

Ideas to Attract Reporters:

Create photo opportunities with local news media by honoring local police/fire departments who are already taking part in the Tommy Moose program. Invite the media to send a photographer, or take the photos yourself and send to local newspapers (most will want to receive electronic JPG photo images submitted with a news release (see News Release Template in this kit).

Create an event with Moose volunteers delivering Tommy Moose plush dolls to public safety personnel who are using the program for the first time. Invite the media to speak with the personnel about how they're going to use the program, why they think it will benefit the community, etc.

Contact local radio station(s) to ask if they might feature a police or firefighter and Moose member on one of their broadcasts to discuss the Tommy Moose program. You can also offer the "Public Service Announcement" audio files in this package, or the script copy for them to pre-record at their station using one of their on-air personalities.

Approach local television station(s) with similar ideas as above – as well as our "B-roll" news interview with Piedmont, WV Police Chief Chris Paitsel, who actually used Tommy Moose to help kids give him enough information to put an abuser in jail for 25 years! You'll enjoy more success if you can, when approaching any news media, tie the relevancy of the Tommy Moose program with something currently in the news.

Community Relations

Reaching out to directly to influential community members is another ideal means of building awareness of the Tommy Moose program. Here are a few ideas to get you started:

- Reach out to local VIPs (the mayor, police chief, fire chief, village president, chamber of commerce president, school superintendant, hospital CEOs, etc.) through an on-line email campaign. Send the "VIP Message" in this kit to fire departments, police departments, professional organizations, hospital officials, municipal officials – anyone in a decision-

- making role that may be interested in the Tommy Moose program, or may know someone else who is interested.
- Establish a sense of identity and connection between the children in your community and the Tommy Moose character by appearing in parades, visiting children's hospitals, participating in other Moose community events, and local police or fire department "open houses."
 - Include a news article about the program on the Lodge/Chapter website.
 - Send a customized form of the News Release Template in this kit to Chamber of Commerce offices, municipal officials, church offices, etc., to include in their online and/or print newsletters.

News Release Template

This news release below can (and should!) be customized to fit your local details and situation. It is also available as a separate attachment, for your convenience. Before sending it out, don't forget to check your local media outlets on their deadlines to ensure they receive your information in enough time.

Opportunities to add your local information are highlighted in **yellow**, and should obviously be switched back to normal formatting with the yellow highlighting removed when you finish editing. Once you're finished adding your own information, this can be emailed or faxed to your media – television, radio, print and online outlets.



For Immediate Release

Contact: **INSERT NAME OF SPOKESPERSON**
INSERT DAYTIME PHONE NUMBER
INSERT EMAIL ADDRESS

'Tommy Moose' Comforts Kids In Traumatic Situation

Discover how men and women of the Moose organization support children in need

Who knew a 12-inch-tall plush animal could have such a grand impact? The men and women of the Moose know—as they reach a milestone late this year of having made available their 100,000th Tommy Moose to a child who could really use a source of comfort.

When a child experiences a traumatic event – domestic violence, natural disaster, accident or otherwise – emergency services workers across the continent are turning to this unique program as it marks its sixth year of helping children in need.

The Tommy Moose program, sponsored by Moose International, provides the plush dolls to police officers, firefighters, and ambulance personnel all over North America. They keep the plush dolls in their vehicles, ready to be given to children when the children or their families are involved in fires, accidents or other traumatic situations.

INSERT LOCAL EVENT INFORMATION, IF APPLICABLE, HERE.

Tommy Moose is just one of many community service initiatives sponsored by Moose International, an international organization of roughly 1.2 million men and women dedicated to caring for young and old, bringing communities closer together and celebrating life. The men and women of the Moose conduct community service programs valued between \$75 million and \$100 million annually throughout North America.

INSERT LOCAL EXAMPLE, IF APPLICABLE, HERE.

Police Chief Chris Paitsel of Piedmont, WV, understands firsthand the effectiveness of the Tommy Moose program. "Interviewing children is very difficult. Things have happened to them, and they think they did something wrong. With Tommy Moose, they hold onto him and almost immediately open up," explains Paitsel.

Paitsel recalled a crucial situation in late 2007 when the Tommy Moose plush doll helped children open up and provide details about being abused. "So many details came out of these stories that the guy had no choice but to plead guilty – and he was sentenced to 25-40 years in prison," said Paitsel. "If it wasn't for Tommy Moose, we most likely wouldn't have gotten the in-depth information that we obtained. The guy landed in jail for many years, and gave the kids and families some closure," he added.

The National Institutes of Health recognizes that "helping children begins at the scene of the event" to combat the fear, helplessness and aggression a child may feel during a stressful time. Other research has demonstrated that role-playing with cuddly plush dolls enables children to express feelings they may otherwise not be able to talk about.

"We have always striven to put forth programs that make our communities better places to live and raise families," said Bill Airey, Moose International's Director General/CEO. "Tommy Moose is one that has especially struck a chord with police, firefighters and ambulance personnel—the heroes in our communities who keep us safe and take care of us at our worst times," he added.

Emergency service providers who desire to know more about the Tommy Moose program, and individuals interested in discovering what Moose members are doing in the local community are invited to visit www.mooseintl.org, www.tommymoose.org, or contact **INSERT LOCAL PHONE NUMBER**.

The Moose organization maintains more than 1,800 Moose Centers across the U.S., Canada, Great Britain and Bermuda, providing members with family-oriented social, dining and sports activities. The Moose organization's main endeavors include Mooseheart Child City & School, a residential community and school for children whose families are unable to care for them; and Moosehaven, a Florida retirement community for senior members in need. Children at Mooseheart, located outside of Chicago, receive the nurturing home, spiritual development and solid education they need to reach their full potential through a variety of innovative, nationally-recognized educational and family-living programs.

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Media Alert Template

This media alert can be used as a simple way to reach reporters, editors and producers when an event is happening in your area. This is not intended to replace the news release; rather, it should be used along with the news release to provide brief but necessary details about one specific event.



MEDIA ALERT

Contact: **INSERT NAME OF SPOKESPERSON**
INSERT PHONE NUMBER
INSERT EMAIL ADDRESS

'Tommy Moose' Visits Local Fire Department

Men and women of the Moose give children a sense of comfort

Who: **WHO WILL BE AT THE EVENT? HIGHLIGHT GROUPS AND ORGANIZATIONS, ALONG WITH ANY RECOGNIZABLE PEOPLE (i.e., MAYOR, FIRE CHIEF, ETC.)**

What: **WHAT IS THE EVENT (PRESENTATION OF TOMMY MOOSE, ETC.)**

When: **DATE AND TIME WHERE EVENT IS TAKING PLACE**

Where: **SPECIFIC LOCATION OF EVENT; INCLUDE PARKING INFO. AS NECESSARY**

Background:

Moose International is an international membership organization of roughly 1.2 million men and women dedicated to caring for young and old, bringing communities closer together and celebrating life. The Moose organization maintains more than 1,700 Moose Centers across the U.S., Canada, Great Britain and Bermuda, providing members with family-oriented social, dining and sports activities. The Moose organization's main endeavors include Mooseheart Child City & School, a residential community and school for children whose families are unable to care for them; and Moosehaven, a Florida retirement community for senior members in need. Children at Mooseheart, located outside of Chicago, receive the nurturing home, spiritual development and solid education they need to reach their full potential through a variety of innovative, nationally-recognized educational and family-living programs.

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Broadcast Public Service Announcements (PSAs)

The following PSAs are designed for either a Moose member or radio station personnel to read on-air. Contact your local radio stations' community relations director, and ask if they accept "PSA copy." The following text can then be faxed or emailed to the radio station.

Alternatively, the pre-recorded PSAs that are included in this kit may be downloaded and provided to the radio station on a CD

:30 sec.

Small children are resilient – but when the family experiences a fire, an accident, a medical emergency . . . it can be toughest on them. That's why the men and women of the Moose organization provide Tommy Moose plush dolls free of charge to police officers, firefighters and paramedics to give to kids going through rough situations. To find out about the Tommy Moose program in the (NAME OF MUNICIPALITY) area, call the (NAME OF TOWN) Moose at (NUMBER), or visit www.mooseintl.org.

:30 sec.

How does a cuddly Moose save a child? By giving comfort just when it's needed most. The men and women of the Moose organization give out thousands of Tommy Moose plush dolls each year, to police, firefighters and paramedics. They keep them on hand to give to kids involved in accidents, fires or other emergencies. To find out how you can help our (NAME OF TOWN) community through the Moose, call (NUMBER) or visit www.mooseintl.org.

:15 sec.

A cuddly moose and a smile can be just what a small child needs, when the family goes through a fire, accident or other emergency. Our (NAME TOWN) police, firefighters and paramedics support the Tommy Moose plush doll program, made available for free, by the (NAME OF TOWN) Moose Center!

Print Public Service Announcements (PSAs)

These ads were originally designed for our campaign that targeted *Police Chief* and *Firehouse* magazines. They can also be repurposed and used with newspapers willing to donate space as public service announcements.

The MOOSE Organization Has Helped Thousands of Public Safety Personnel Calm Children in Crisis...

With TOMMY MOOSE!

Since 2002, the men and women of the Moose have donated more than 75,000 TOMMY MOOSE plush dolls to police, fire and ambulance units all across North America.

With two or three TOMMYs always on hand in their vehicles, public safety workers have a way to help soothe and calm small children in moments of trauma and crisis.

"The face of a child hugging a TOMMY MOOSE after a disaster is something a firefighter remembers."

--Fairbanks, AK Fire Chief Warren Cummings



If you don't have a supply of TOMMY MOOSE, contact your local Moose Center, or Shawn Baile, Moose International's Director of Fraternal Programs, at 630-966-2224 or sbaile@mooseintl.org

Learn more about the Moose organization at www.mooseintl.org!

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"Having access to TOMMY helped our officers instill a sense of security to the child..."

-Cmdr. Paul Fontana, California Highway Patrol



**If you don't have a supply of
TOMMY MOOSE,
contact your local Moose Center, or
Shawn Baile, Moose International's
Director of Fraternal Programs,
at 630-966-2224 or
sbaile@mooseintl.org**

**Learn more about the
Moose organization
at www.mooseintl.org!**

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VIP Email Message

Good morning/afternoon.

As a member of the Moose organization here in (NAME OF TOWN), I have seen firsthand the positive impact humanity has on each other. And as a (father/grandfather/mother/grandmother), I understand our role in ensuring the safety and security of the children we love. That's why I'm writing to you today about our Tommy Moose program.

If you've ever been in an emergency situation, whether it be a car accident, fire, natural disaster or other, you understand the confusion and anxiety that takes over. Children can experience even more stress, as they're usually powerless to deal with these frightening experiences.

The men and women of the Moose organization have been helping children in these situations since 2003, through the Tommy Moose program. This program seeks to equip all local fire, police and ambulance units with Tommy Moose plush dolls, to be given in a moment's notice to any child who needs a soft source of comfort.

One police chief in West Virginia has credited the Tommy Moose program with giving children enough confidence to share some difficult stories – enough to convict their abuser. After these abuse victims received Tommy Moose dolls, they were able to relax enough to share so many details with the officer that the criminal pleaded guilty and was sentenced to 25-40 years in prison.

This fall, we're celebrating the presentation of our 100,000th Tommy Moose. The Tommy Moose program is coordinated by Moose Centers all across the U.S. and Canada.

If you'd like to have the Tommy Moose program available in your (DEPARTMENT, FACILITY, ETC.), please contact me at the above email address, or by calling me at (PHONE NUMBER). I'd like to share with you more stories about the program, and ways you can join us in improving and assisting our community.

In the meantime, you may visit www.mooseintl.org to learn about how we're helping people all across the continent.

Sincerely,

INSERT NAME
INSERT TITLE