

***INCHY THE BOOKWORM
BOOK VENDING MACHINE***

Media Resource Guide

Congratulations on your new Inchy the Bookworm Vending Machine! Now let's generate excitement around it!

A ribbon cutting ceremony can seem daunting, but it is not! Bookvending.com makes it easy with this resource guide that will take you each step of the way to promote your new book vending machine.

This resource guide will assist you in promoting your machine and literacy program through the ribbon cutting process and the creation of a press kit including a media advisory, a press release, and social media content. This guide keeps things simple and turn-key for you with customizable templates, tips on contacting local media, and suggestions for building a library of visuals.

Understanding the Purpose of a Press Kit

Before diving into creating and using a press kit for your event, it is important to understand its purpose. A press kit is a collection of promotional materials and information that provides journalists and media professionals with everything they need to know about your event. It helps generate media coverage and increases the chances of newspapers, magazines, television and radio news, and online platforms picking up your event.

Step 1: Gather Essential Information

Start by gathering all the essential information about your event. This includes the event name, date, time, and location. Additionally, collect details about the event's purpose, theme, target audience, and any notable speakers or performers. Designate one person who will serve as the main contact for media inquiries and share their school or organization email address and phone number. Each piece of this information is critical for creating a media advisory as you will see in the suggested template.

Pro-tip: When considering days to hold your ribbon cutting, avoid Mondays and Fridays as newsrooms tend to be busier on these days and scheduling reporters to cover stories is more difficult. Also, avoid weekend activities. Media outlets run on smaller staff on weekends.

Step 2: Create a Media Advisory & Press Release

The two most important documents in your press kit are the media advisory and the press release. Both are extremely important in garnering initial attention for your event. Place all essential information into an easily digestible media advisory you will share to alert journalists about your event. Provide all necessary details you gathered in step one.

Inchy Ribbon cutting Media Advisory Template



FOR IMMEDIATE RELEASE – MEDIA ADVISORY

Media Contact: [Name, phone number]

[Email]

TITLE (16 BOLD)

Subtitle (14 italic)

WHAT:

WHEN:

WHERE:

WHO: [Add details and principal players here] School Name] in [Town/City] is excited to debut a book-dispensing vending machine that will allow students to choose books that interest them to support the habit of reading for pleasure and to help build home libraries. **The Bookworm book-dispensing vending machine is the first of its kind in [State] (Check if accurate).** The machine will be leveraged as a pillar in the school's existing literacy support program and build excitement in students around book ownership, independent reading, and academic success.

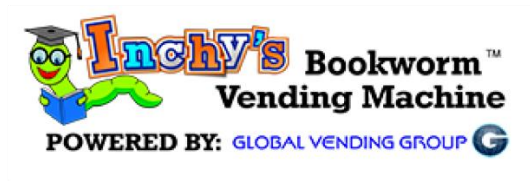
Bookvending.com

Global Vending Group, INC. is one of the leading vending machine distributors in the world. We provide you with over 30 years of combined professional experience, expert service and low prices for our massive inventory of new, refurbished, and used vending machines for sale. We strive for excellence in all that we do and work hard to be your 1-Stop vending machine solution for sales, support, vending machine parts and service. All our new machines are covered by the full manufacturer's warranty and we offer a 120 day warranty on parts for any used vending machine.

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Craft a compelling press release that highlights the key aspects of your event. Begin with an attention-grabbing headline, followed by a concise and engaging summary of the event. Include quotes from event organizers or key participants to add credibility and interest. Finish the press release with a brief background about your school or organization.

Inchy Ribbon Cutting Press Release Template



FOR IMMEDIATE RELEASE

Media Contact: [Name, phone number]

[Email]

TITLE (16 BOLD)

Subtitle (14 italic)

[DATE/CITY] – Copy begins here with what is happening and its impact. This paragraph should be the meat of the event/announcement with all pertinent information.

Second paragraph to include quote from a school official followed by secondary details of pertinent information.

Third paragraph to include supporting quote from Bookvending.com.

Fourth paragraph to elaborate on any other event/announcement details or programs stemming from the release.

[School District Name]

[Information about school district (size 11.)]

Bookvending.com

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By wording your story in a compelling way, you can generate interest in the media. Getting their attention lies in the ability to personalize your pitch and focus on the impact your book vending machine will have on the school and students.

Step 3: Develop a Fact Sheet

Create a fact sheet that provides additional details about your event. Include information about the event's history, objectives, target audience, and any notable statistics or achievements. This sheet should be concise and easy to read, providing journalists with quick access to key facts.

Inchy Ribbon Cutting Fast Facts Template

[Your school or institution] and our Inchy the Bookworm Vending Machine

Fast Facts

- Name of school district:
- Name of the school:
- Number of students at the school:
- What grade levels are eligible for tokens:
- Number of books stocked in book vending machine:
- What organization is sponsoring the book vending machine:
- Years partnering with If replacing or upgrading book vending machine
- There are nearly 7,000 Inchy the Bookworm Vending Machines installed in North America
- School social media links: **[school links]**
- Bookvending.com social media links:
 - [Facebook](#)
 - [X](#)
 - [Instagram](#)
 - [YouTube](#)

You can share this document with the media in advance of your event if they respond to your email pitch and on the day of the ribbon cutting as well.

Step 4: Collect High-Quality Visuals

Visuals play a crucial role in attracting media attention. Gather high-quality images of your machine and your district or organization logo. Bookvending.com will share generic “beauty shot” images of machines, but if your machine has customized graphics specific to your school or organization, we recommend that you take high resolution photos of your machine and save them in .png or .jpg format. Most smartphones are more than capable of capturing these images.

Pro-tip: Bookvending.com will provide you with high resolution images of your machine, tokens, etc. in generic form. You can include these with press releases in lieu of the specific machine installed in your school, but incorporating your own makes your story more compelling.

When capturing images, your machine should be clear of any extraneous or distracting materials on, near, or around it. Whenever possible, photograph the unit in its resting place, lights on, and stocked with books. Be sure to take images of the entire machine as well as close-ups.



Step 4: Setting up the Ribbon Cutting

Determine how the unveiling will unfold. Take into consideration where the machine is in your school or institution and whether the space can accommodate all invitees as well as members of the media. Small, tight spaces do not lend for good visuals and will make it difficult for people to navigate around the machine. Many of our partner schools have held successful events in their gymnasiums or auditoriums, others have celebrated in hallways or wherever they permanently house their machine. This is your chance to be creative with how you will stage your event.

In addition to location, take into consideration lighting. Dark rooms or hallways will make it difficult to capture video and images of the proceedings and will also hinder the media from collecting useful material.

Keep in mind members of the media when preparing a head count for the ceremony. Everyone involved should always be able to move about the machine freely and comfortably.

Step 6: Inviting the Media – Here is the Pitch!

When sending media advisories and press releases to local media, it is critical to identify editors of newspapers, news directors of television and radio, and other journalists of community magazines in your city or region. To collect this contact information, visit the outlet’s website and find its general newsroom email, identify beat reporters that cover education stories, or people at your school or organization may have personal contacts at the television station or newspaper. Compile all these contacts before preparing your pitch.

The media advisory is a document distributed to the media 5-7 days prior to the event. It covers all the aforementioned information in a clear and concise manner. And here is the pitch, the most crucial of all steps especially when sending an email to journalists who are bombarded with pitches every day. Your pitch must be compelling enough to stand out from others they frequently receive.

Inchy Ribbon Cutting Email Pitch Template

Dear **[journalist’s name]**,

I wanted to take a moment and let you know that the **[your school name]** is announcing a new program at our school that will help boost reading and literacy in our young students that I think **[media outlet]** and it’s **[viewers/readers/followers]** will find of great interest.

Did you know that in the United States:

- 61% of low-income families have no books at all in their homes
- Children who read for pleasure have higher academic achievement
- Children who read for pleasure have better mental health
-

We are proud to share that to bolster our reading program at **[your school name]** we are unveiling a new Inchy the Bookwork Book Vending Machine! The details of our event are below, and we would love to have **[media outlet]** be a part of our exciting day.

School officials and staff, children selecting their very own books, and community leaders who have helped make this new vending machine possible will be on hand and available to the media.

[insert media advisory details here]

Please reach out to me with any questions or more information.

Thank you for your consideration. We look forward to seeing you at our ribbon cutting!

Regards,

[your name]

[your email]

[your phone number]

Bookvending.com suggests sending a second media advisory to the same outlets on the day of the event. Again, be sure to personalize all email correspondence and keep it short, be direct, and briefly mention what is in the body of the email.

Follow-up phone calls or emails to reporters and newsrooms are helpful a day prior to the event to identify who will be attending the ribbon cutting and appropriate accommodations made. **Do not send your press release with the pitch.** Just send the basic facts of the event.

Pro-tip: Do not follow up more than once. One call to a reporter or media outlet is sufficient. Make these follow-up emails or calls at least two days after the initial contact email. Give the reporters time to digest your first media advisory.

Step 5: Managing the Media

Arrange space for television media to set up cameras for the ribbon cutting (tripods will be in use but expect camera operators to shift their positions to capture multiple shots.) If dignitaries are speaking at a podium, make sure there is space to accommodate microphones on the podium. Be sure to allow room for the cameras and journalists to move about freely to capture the proceedings from different angles.

Pro-tip: If students participate in the unveiling of your machine, situate them closer to the action with media set up behind them.

Step 6: Capturing the Event

Designate someone from your school or organization to record the ribbon cutting ceremony. They can use anything they are comfortable and familiar with, such as a smartphone or any other recording device your technology department uses.

What should this person capture?

- Full ceremony including all comments from speakers
- Staged/posed scenes with dignitaries, teachers, and students
- Candid photos/video of attendees selecting books, placing tokens in the machine, retrieving books, etc.
- Machine closeups
- Shots of students reading their books

Step 7: Distribution the Press Release

Have printed copies of your press release on hand at the event for media that attends the event. Distribute it to all relevant journalists, editors, or bloggers via email at the time of the ribbon cutting or shortly afterward via email. This email should include any visuals and links to multimedia. The body of this email should simply be a cut and paste of the release. Limit image attachments to two and do not send a word or PDF document.

Pro-tip: Sending more than two images and word/PDF attachments via email may trigger spam filters.

It is a good rule of thumb to also engage with media professionals on social media platforms, sharing updates about your event and offering exclusive content or interviews to generate further interest. This is especially critical for journalists that cannot attend the event but still would like all the information for a story.

Use the key points of the release for social media postings and include images and videos of the ceremony.

Pro-tip: When sharing your event on social media, incorporate the following hashtags on the platforms your school has established in addition to your own: #inchythebookworm, #literacymatters, #bookvendingmachine, #bookworm, #bookvending. These hashtags act as established online key words and will help people find your story.

Step 8: Compile Relevant Articles or Press Coverage

Monitor all electronic media outlets for coverage of the event, even stations, bloggers, or other journalists who may not have been in attendance. Word of mouth is still a powerful tool in publicity and mentions of your ceremony can and will pop up in places not considered. Save any printed clips, social media mentions, and video or audio clips where possible. Not only are these useful for building hype and morale around your new book vending machine, but they are also useful for future story writing.

By following these steps, you can effectively run a ribbon cutting ceremony and promote it to increase the chances of media coverage, boosting its visibility and success.

Pro-tip: After the ribbon cutting, share links to any news coverage on your school's social media platforms with thanks to the media outlets and reporters who covered the story. This is not only a professional courtesy to the media outlets who cover your event, it increases your visibility to people who may not normally view their content.