

NDEW 2023 - Engaging with Media Webinar #2



driveelectricweek.com



PRESENTED BY:



EVHYBRIDNOIRE

Engage with Media



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Promoting Your Event

Visit the NDEW
[Promoting Your Event](#) page
for:

- [Media alert template](#)
- [Press release template](#)
- Interview tips
- And more



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Event Planning Guide

Thank you for stepping up to be the ultimate EV advocate in your community! Our campaign is so successful every year thanks to your efforts. Below are some helpful tips, templates, and other resources for planning your event. If you have any questions or think of any resources you'd like that aren't on this page, please email our [support](#) team.

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Media Alert

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National Drive Electric Week™



[You can add local group(s) logo(s) here.]

Organized locally by [Your organization's name]

For Immediate Release

September/October XX, 2023 [DATE of sending advisory to reporters, about two weeks, then 3 days before event]

Media Contact: [NAME], [EMAIL], [PHONE]

[CITY/REGION] Takes Part in National Drive Electric Week with [EVENT NAME]

WHAT: This month, [Thousands, hundreds or dozens] of [City/Region] electric vehicle drivers and enthusiasts will host an event to allow community members to get their questions answered about what driving and owning an electric vehicle is really like at [Event name]. The event is part of the 13th annual National Drive Electric Week (NDEW).

National Drive Electric Week, a coast-to-coast celebration of electric vehicles (EVs), will be held Sept. 22 through Oct. 1, 2023, and is expected to include more than 200 online and in-person events.

There are now more than three million EVs on the road in the United States, and a [recent survey](#) from Cox Automotive found consumers considering purchasing an EV for their next vehicle is at an all-time high. The increased interest in EVs makes NDEW events important to educating the public about the incredible benefits of owning an EV, from cost-savings on maintenance and fuel to improved air quality, convenience and performance.

[Insert further brief description of event, e.g. "Plug-in vehicles by Nissan, GM, Mitsubishi, Toyota, Ford, Honda and other automakers will be available for test ride-and-drives, and EV chargers and products will be on display. So-and-so politician will present a proclamation naming National Drive Electric Week in your city."]

WHEN: [Day of week], [Date], [Time]

WHERE: [Name of location/address/description of where the event is taking place if needed]

VISUALS: [Describe key visuals or components of local event, e.g. parade, ride-and-drives, celebrity speaker, display of total # of miles driven by participants]

WHO: [Names and titles of speakers/notable people attending event]

Press Release

Tells fuller story
with more details.
Can be sent before
or after event.

National Drive Electric Week™



[You can add local group(s) logo(s) here.]

Organized locally by [Your organization's name]

For Immediate Release

September/October XX, 2023 (Day release is sent, which is ideally the same day of the event)

Media Contact: [NAME], [EMAIL], [PHONE]

Benefits of Driving Electric Vehicles Celebrated at [CITY/REGION]'s National Drive Electric Week Event

[Brief description of key visuals or components of local event, e.g. number of attendees, parade, ride-and-drives, celebrity speaker, display of total # of miles driven by participants]

[City, State] – Intrigued local residents attended [local event name] today to learn about electric vehicles (EVs) from owners, advocates and other organizations as part of National Drive Electric Week (NDEW).

"A switch to electric vehicles frees Americans from volatile gas prices and reduces air pollution. Plus, these cars are incredibly fun, efficient and convenient to drive," said [NAME], [TITLE at LOCAL ORGANIZATION]. "The [City/Region] National Drive Electric Week event showed our community how real people are enjoying these cars."

[Paragraph description of local events including important speakers/attendees]

There are now more than three million EVs on the road in the United States, and a [recent survey](#) from Cox Automotive found consumers considering purchasing an EV for their next vehicle is at an all-time high. There are now more than 100 EV models available in the U.S., with more on the way.

Drivers choose EVs for a variety of reasons. Some like how EVs improve air quality and public health because the automobiles don't produce emissions on the road and they produce less carbon over their lifetime than their gas-powered counterparts. Other drivers love the cost savings EVs provide, since the vehicles are typically less expensive to fuel and maintain, as electricity prices are more stable than gasoline prices and there are fewer moving parts to break. One thing that rarely fails to wow drivers is the performance of EVs. The ride is quiet and smooth with instant acceleration that is sure to thrill.

Tips to Secure Earned Media



What makes your event unique?

- Think: *If I were a reader, would I click and share?*

Work with Local Influencers

- Involve public officials, celebrities, organizations and community leaders.

Amplify State + Local Efforts

- Ribbon-cutting new charging stations, display city fleets, city proclamations, new policies

Share Compelling Local Stories

- Dispel myths, show human impact, reach new + diverse demographics.

Rules of Engagement

- Local reporters / bloggers / editors
- Clear, concise subject line with event date
- Email individually or BCC. **Do not CC**
- Format emails (easy/quick to read)
- Avoid exclamation marks !!!!
- Remember: Reporters are people, too



Writing Tips

- Short and simple wording
- Eye-catching
- Pyramid style = important things first
- Email reporters FIRST. Text or phone SECOND.
- Don't exaggerate. The truth sells.
- Offer photos or links to photos.



Interview Tips

- ✓ KISS: Keep it Simple, Stupid! (at least for TV)
- ✓ Start with your strongest statement
- ✓ Be passionate and positive about solutions
- ✓ Practice in advance
- ✓ End with a call to action—visit NDEW site



Event Flyer Template



EVENT TITLE #NDEW2023

Learn more about the benefits of driving electric during our National Drive Electric Week event.

Event day, date and time

Location

Register at DriveElectricWeek.org



Event title

Learn more about electric vehicles during a National Drive Electric Week event.

Event time/location

Information and registration
Register at DriveElectricWeek.org



#NDEW2023



Create a free Canva account to edit these templates

Where and How to Post

- Neighborhood Outreach (Nextdoor)
- Post flyers at local businesses
- Post through your own social media channels
- Ask your Homeowner's Association or workplace to post in their bulletin
- Encourage any and all partners to market the event on their social platforms—book a call with their marketing team to coordinate

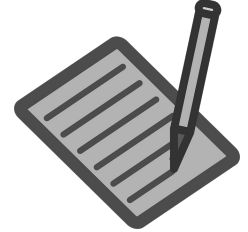


Letters & Op-Eds

NDEW **website** at bottom

Unique content + personal **testimonials**

Positive + **action** focused



Letters to Editor

< **200** words
1 - 2 week lead time

Op-Eds

< **700** words
1 - 2 week lead time

Preparation: Assembling Your Team

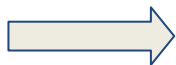
Decide who will ...

- Introduce public officials + speakers
- Speak to media
- Accept the proclamation, cut ribbon, etc.
- Take **high-resolution** photos
- Live tweet, livestream and post on social media



Timeline for Media Outreach

3-4 Weeks



Calendar announcement/Save the Date

1 Week



Media Alert or release to reporters

2- 3 days



Media **reminder**, pitch call

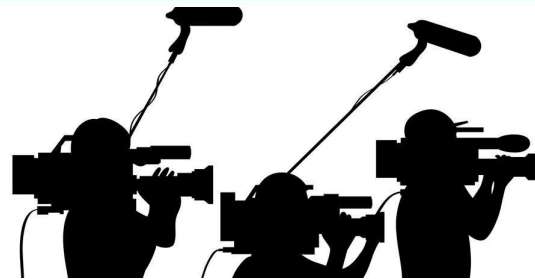
Day of Event



Call news desks, email **press release**

Day of Event

- ★ Confirm **setting/spot** for interviews
- ★ Offer **guided tours** of EVs and exhibitors
- ★ Offer EV driver interviews
- ★ Reminder: release waivers
- ★ **Provide high-res photos / videos**
- ★ Bring or have a link to your press release + don't forget to thank attending media



What if Media Doesn't Show?

- Take lots of photos of your event
- Upload high-res files to an online album (Google Drive, Dropbox)
- Send photos, release + quotes from the event to your media list for online stories
- Be your own media outlet! Post photos, video, blog post to your own social media channels and website
- Use the #NDEW2023 hashtag

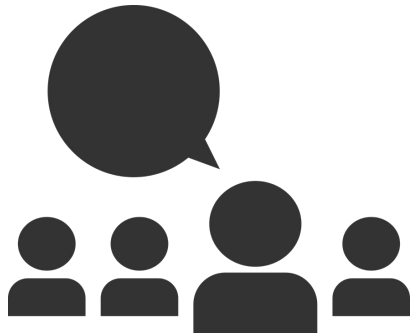
Social Media

DriveElectricWeek.org

@PlugInAmerica @SierraClub

@electricvehicleassociation

@evhybridnoire



#NDEW2023 #DriveElectric

#NationalDriveElectricWeek

Social Media Tips

POSTING

Look for iconic visual moments
Capture people + crowds
Experiment with live video



TARGETING

Look up VIPs' handles and pages
in advance so you can tag and
@mention with your content

BOOSTING

If you have the budget, pay \$25
to boost Facebook/Instagram
posts to potential supporters or
to your own followers

TRACKING

Monitor engagement (likes,
shares, retweets, comments) and
share with us in event report

Q & A

Contact NDEW Support at support@driveelectricweek.org



THANK YOU

We look forward to working with you to make
2023 the best National Drive Electric Week yet!