

# MEDIA GUIDE



**National Family Day Care Week is an integral part of FDCA's public relations strategy to generate nationwide media coverage and showcase the many unique benefits of family day care.**

Research shows free editorial coverage has a far greater impact on audiences than paid advertising and local media is one of the most powerful and effective ways to raise awareness in your community.

Last year over 75 positive stories appeared across Australia, reaching an audience of over 250,000 people.

This year we hope to generate even more positive publicity for the sector, but we need your help!

## Play your part in promoting family day care

When you register your National Family Day Care Week Picnic you can play your part in raising the image and profile of family day care within your community.

Whether your picnic is big or small, whether you are an educator or service ... it doesn't matter! As long as you hold a National Family Day Care Week Picnic we can notify your local media. Check out some picnic ideas in our Programming Guide.

The FDCA Media Team will then alert local media outlets about your picnic on your behalf.

FDCA may call on educators and services to participate in a media interview and/or photograph.

This may occur in the lead up to, on the day of, or following your event and it may be for television, radio or newspaper.

We recommend you are prepared for this and organise parental consent forms for using children's personal information and photographs.

FDCA will be on hand to liaise with media on your behalf and will be able to guide you through the process of dealing with journalists and reporters.

So don't be shy, this is your chance to highlight why family day care is the natural choice for child care for Australian families

While FDCA will do all we can to secure local coverage for all registered events, media is not guaranteed.

Check out some of the suggested events from our Programming Guide.

To join our media campaign for National Family Day Care Week be sure to register your picnic at [www.fdcweek.com.au](http://www.fdcweek.com.au) before 23 April 2020

## Share your event

Don't forget to share your National Family Day Care Week Picnic on social media with the hashtags #fdcweek.

We encourage all educators and services to visit [www.facebook.com/familydaycareaustralia](http://www.facebook.com/familydaycareaustralia) to share a photo of your event and include the hashtag #fdcweek. Let's work together to raise the image and profile of family day care!

For more advice in relation to media for National Family Day Care Week, contact the FDCA Media Team at [marketing@fdca.com.au](mailto:marketing@fdca.com.au).



Family DAY CARE