

Earned media relations tips

Earned media—such as unpaid coverage from mainstream, industry, multi-cultural or local newspapers, TV, radio, or online platforms—is a powerful way to amplify your support for Pension Awareness Day and reach a wider audience. Here are some effective ways to help generate earned media to create broader awareness of Pension Awareness Day.

1. Build a media outreach plan

Plan your earned media efforts well in advance by identifying key journalists, media outlets, and influencers who focus on topics related to pensions and retirement. Consider pitching story ideas and news releases a few days before Pension Awareness Day on February 20, 2025, and follow up as the date approaches. Timing is key - sending news releases early in the week or early in the morning could increase the chances of coverage.

2. Tailor your pitch and story angles

Different media outlets cater to different and unique audiences, so it's important to customize your pitch or story idea. Local outlets might focus on community-level pension stories, while business publications could highlight how pensions support employee retention and financial wellness. Lifestyle media might prefer personal success stories about retirement planning. Human interest stories, expert commentary, and timely statistics all make for compelling angles. For example, last year FSRA focused on poll results that showed people were more concerned about paying for the necessities of life, like groceries, than saving for retirement.

3. Create an engaging news release

Craft a clear and attention-grabbing news release that outlines the purpose and significance of Pension Awareness Day. Include relevant details, recent research data, quotes from leaders or advocates, and a call to action linking to your organization's website or FSRA's campaign page for more information. FSRA's toolkit includes a news release template to help get you started. Ensure your spokesperson is available to

provide media interviews and reinforce key messages. Keep in mind journalists will take your information and create their own story, so unlike social media, the final product will be filtered. We highly recommend you monitor the final story to ensure it is accurate and error free.

4. Use multimedia to strengthen your pitch

Visual elements can make your story stand out. Consider creating an infographic or high-quality photos or video of employees or events to provide to media.

5. Leverage your networks and monitor coverage

Extend your reach by engaging your organization's partners, vendors, and stakeholders. Encourage them to share your news release through their networks, and post on social media using hashtags like #PensionAwareness25 and #PensionAwarenessDay. This organic sharing creates a ripple effect, boosting earned media coverage and engaging broader audiences. Collaboration can create a unified voice and expand your campaign's impact.

Monitor for earned media coverage and share coverage and engagement with your staff, other departments, senior management / executive team and Board.

By planning your outreach, crafting tailored pitches, and utilizing FSRA's toolkit, your organization can generate impactful earned media to raise awareness for Pension Awareness Day and help Ontarians take meaningful steps toward a secure retirement.