

**United
Way**



**United Way
of Wyoming Valley**

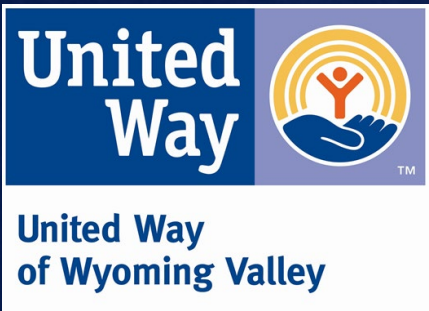


The Media and ALICE

Asset Limited, Income Constrained, Employed

ALICE WHO?

ALICE is your child care worker, the cashier at your supermarket, the gas attendant, the salesperson at your big box store, your waitress, a home health aide, an office clerk.





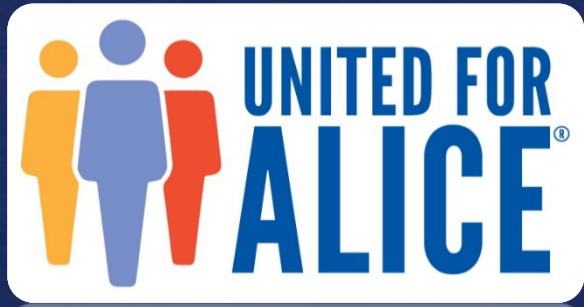
The Media and ALICE

Asset Limited, Income Constrained, Employed

ALICE WHO?

ALICE cannot always pay the bills, has little or nothing in savings, and is forced to make tough choices such as deciding between quality child care or paying the rent.





The Media and ALICE ALICE? **Why should we care?**

**1.3 million hard-working
Pennsylvania households have
incomes which exceed the federal
poverty level, but are not high
enough to pay for their basic
needs.**





The Media and ALICE ALICE? **Why should we care?**

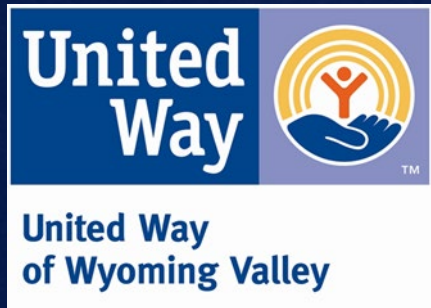
When you add in households that live below the federal poverty level, that's 2 million, or **39% of PA households who are struggling to survive.**





The Media and ALICE

Getting them there: Media Alert



UNITED WAY OF WYOMING VALLEY MEDIA ALERT

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For Immediate Release
May 9, 2019
Contact: Kathy Bozinski

[Media Invitation /Support our region /Tons of visuals / Be there for the fun!](#)



**Join United Way of
Wyoming Valley and
850+ Volunteers as we
make our area a better
place in just one day!**

United Way of Wyoming Valley Day of Caring 2019

When: Wednesday, May 15, 2019

Time: 8AM and continuing throughout the day

Where: Kickoff Ceremony and Breakfast at Genetti's Hotel and Conference Center followed by project locations across the Wyoming Valley

United Way of Wyoming Valley is pleased and humbled to announce that 850+ volunteers from business, industry, health care and educational organizations will take part in the 27th Annual United Way of Wyoming Valley "Day of Caring" on Wednesday, May 16. Volunteers will fan out to 52 project locations across the Greater Wyoming Valley, providing their elbow grease and muscle to help out 38 different agencies and organizations. An estimated 5,100+ volunteer hours will be dedicated during the Day of



The Media and ALICE

We're
shooting
for a
package...





The Media and ALICE

What will Media need to tell the story of ALICE?

Interviews:

- Client/individual who is ALICE to tell their story
- United Way representative to explain ALICE, and put it into perspective





The Media and ALICE

What will Media need to tell the story of ALICE?

Visuals:

- Video/photos of ALICE at work, with family, in daily routine including natural sound
- Cut-away/reaction shots of interviewees
- (TV/Digital reports)
- Standup location (placing the reporter on scene)





The Media and ALICE

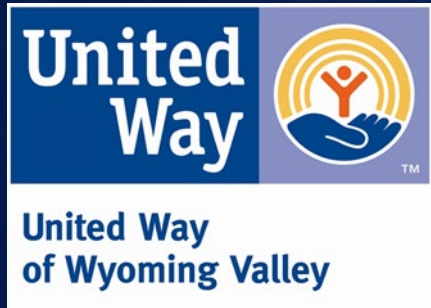
Acing the Media Interview

- Choose your outfit wisely
- Think succinct sound bites and practice!
- Relaxed body language
- Take a breath, and slow down your speech
- Practice how you listen (cut-away shots)
- Think “conversation” rather than interview





The Media and ALICE Interview Time!



BILL JONES
PRESIDENT/CEO, UNITED WAY OF WYOMING VALLEY



The Media and ALICE

Finally, get Social...



United Way of Wyoming Valley

Published by Kathy Bozinski [?] · May 16 at 6:39 AM ·

We think it was. Thanks to Eyewitness News WBRE WYOU for the great Day of Caring coverage!



PAHOMEPAGE.COM

An impactful Day of Caring

Bed-making project to help dozens of kids



United Way of Wyoming Valley

Published by Kathy Bozinski [?] · May 16 at 6:43 AM ·

More great Day of Caring coverage from the [Times Leader](#), and congratulations to reporter and columnist [Bill O'Boyle](#) who is the recipient of our 2019 Brader Award!



TIMESLEADER.COM

Day of Caring: United Way event mixes volunteerism, recognition | Times Leader



**UNITED FOR
ALICE®**

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of Wyoming Valley**