



**PR/Media Outreach/Social Media  
Franchisee Policy and Guide**

## Pitching to the Press

So you want to get some additional media attention? That's great! JJFC is here to help. Incorporating media relations into your already busy schedule can be challenging, so that's where we come in. We're developing the contact lists and templated releases as well as taking care of outreach in your local markets to help you increase your local visibility.

The first thing we need to do is to determine what types of stories you could be pitching. In most cases your stories will be **lifestyle**, **local news** and **business** centric stories. More specific examples include:

- Community Involvement/sponsorship that your franchise is participating in
- Environmental
- Really unique items you collect or have collected: ie. really old antiques
- Generous donation stories
- Extreme removals: ie. Hoarders
- Topical: Business in relation to current events

Always keep in the mind the concept of the '*human angle*' – the media most often looks to produce stories that are about people, since people find other people and their stories more interesting than any other subject matter. That being said, always try to relate your press release back to individuals and the people behind the story that you are pitching.

Once you've narrowed down the list of sections and local media outlets - local **newspapers**, **magazines**, **radio stations** and **television stations**, find the appropriate contact in each section. Look out for the following:

- Online editor
- City editor
- Assignment editor
- Copy chief
- Editorial assistant



## Press Release/Pitch Tips

The most important thing to remember when emailing a press release is that you want to really grab and hook your reader by capturing their attention immediately. You also want to avoid the appearance of ‘spammy’ emails. Therefore, rather than using titles or subject lines consisting of caps or special characters, use a personalized greeting and/or a catchy opener.

### Titles/Subject Line

**BAD:** \*\*\*JUSTJUNK.COM HELPS WITH SPRING CLEANING!!!\*\*\*

**GOOD:** Attn: Scott Butler – JustJunk.com Releases Top Spring Cleaning Request List

Secondly, you never want to send any releases or photos as an attachment. Due to a fear of viruses, many individuals will not open attachments. Therefore, make sure that everything is embedded in the email. Copy and paste the text of the release into the email itself, and always double-check the formatting to ensure that everything looks great! Often, the formal set up of the press release is just as important to its success as the content within it is.

### Including Photos

When addressing print media outlets (Newspapers and magazines) it is always a good idea to include a photograph that compliments the content of the press release. Writers and editors are on a tight deadline, and your story always seems more printable if a photo is accessible and ready to go alongside the story. Editors and Writers can avoid the headache of chasing you down for a photo, and your story seems more legitimate.

### Things To Remember

Remember that if you would like to pitch a story that discusses a customer’s situation, whether it is a generous donation, a unique find, etc., you require their permission first and foremost. Do not include their contact information in the text of the release, as you will want to remain the writer’s primary contact and source of information.

Always ensure your contact’s name is spelled properly and correctly. This mistake is the difference between read and deleted.

Proper Press Release formatting states that you need to let the reader know when the release is complete. This way, your reader knows they are not missing any pertinent or important information. To do so, you have two options:

- A. Centre “-30-” at the bottom of the release, after all the info.



B. Centre “#####” (five number signs) at the bottom of the release, after all the info. Ensure that there are no spelling or grammar errors in your press release. Mistakes are easily avoided by using the spelling and grammatical check available in most word processing programs. That said, some grammatical errors are not detected, so always edit with diligence.

If possible, photos are also a great thing to include. As stated above, photos are very important to any media publication. Being able to use a photo directly from your email will make their job easier. The easier you make things, the more likely the story idea will be used.

## Brand Focus in PR Interviews

You’ve scheduled an interview with a local and/or national media outlet. This is a great experience and something that can bring eyes to your business and have an overall very positive impact. Whether a print interview or a television broadcast, this brief will advise you on key points that any member of the JUST JUNK® team can focus on relating to brand, service, customer service, etc.

Remember, with PR you’re talking to potential customers and in most cases will act as a form of advertising. Some things to remember for the best PR outreach, whether print or broadcast:

- A. Ensure recently washed and clean truck.
- B. Placing Clean cut, articulate employees in front of the camera when representing JUST JUNK®.
  - a. Mandatory full uniforms, tucked in and clean.
  - b. Clean shaven or neatly trimmed.
  - c. Avoid slang terminology or any form of loose language.
  - d. No smoking while with reporters or on-air talent.
- C. Refrain from discussions of Financial Data or anything that may be contained in any Confidentiality or NDA.

## PR Media Expectations

Reporters and journalists work in a very fast paced environment, and not being able to meet their timing needs can quickly risk losing the lead.

We expect all franchisees to respond to any initial lead **within 3 hours** for all media opportunities via PR Director in order to capitalize promptly on any and all media opportunities. In addition, we need to work to the reporter’s schedule and accommodate the times they recommend are available for them, otherwise the reporter will likely move on to a story that is more convenient to their schedule.



Missing this 3-6 hour window risks jeopardizing these opportunities in your local media market. We must work together with the media in these opportunities, which at times means favouring their schedules above ours to take advantage of the potential coverage.

*[\\*See the final two pages for examples of the typical press release sent out for ride alongs and a list of quotes that can be used if you are stuck for material.](#)*



## JJFC Social Media Policy

As social media becomes a more prevalent part of the lives of every JUST JUNK® team member it is important to remember to act in a certain way when representing JUST JUNK® on your personal and/or branded social media accounts.

It is required that all depictions or representations of the JUST JUNK® Brand, trucks, uniforms, job practices or activities that are to be presented in our social media outlets remain consistent with the following qualities:

- Clean
  - Full uniform properly worn
  - Neatly trimmed or clean shaven
  - Trucks washed and clean inside and out
- Green
  - Highlight environmental efforts
- Friendly
  - Smile!
- Professional
  - Positive
  - Fun
  - Happy
  - Helpful
  - Keep comments inoffensive
- World Class Service

Use of memes, outside images or topical references in social media are to be avoided or used with extreme caution as the nature of the images or references may infringe on copyright and/or risk financial liability.

Restricted topics include references that “make light” of religious or political affiliations, disabilities, mental illness, identity politics (ex. Gender affiliations, sexual preferences), ethnic stereotyping, slang terminology, vulgar language, sexual references.

### On the Job practices

While on the Job the standard for behaviour and adherence to health and safety practices is significantly higher. A picture with any hashtag (#) representing the brand may only be posted if you feel that it accurately represents you or your co-worker behaving in a way that positively represents the company and yourself. This means you shall keep away from practices that may



appear unsafe, illegal, as well as refraining from taking photos of any behaviour that may appear to be unprofessional.

### **Viable social media usage.**

Please only post about JUST JUNK® on **Twitter, Instagram and Facebook**. Mentions or photo reference to JUST JUNK® on any other form of social media is to be avoided.

### **Personal time practices**

Please use common sense if you are taking a picture in which you are wearing a piece of clothing that says JUST JUNK® on it while in your free time. Illicit practices or illegal activity represented online while in any part of the JUST JUNK® uniform will not be tolerated and can result in repercussions.

Similar policies apply for any online post, status, or update with the word JUST JUNK® in it. If you feel compelled to post about JUST JUNK® please refrain from using profanity or any sort of suggestive or controversial language. If, while employed, you wish to discuss any issues, please take them to your immediate supervisor/manager or Franchise Owner to resolve the issue.



## Example Pitch - Ridealong - Draft 1



FOR IMMEDIATE RELEASE

For: January 1st, 2017

### Ride Along with JUST JUNK!

Hello [Contact Name]:

I was wondering if you'd like to go on a ride-along with a Just Junk crew in Toronto to see exactly what people are getting rid of as they spring clean this year?

It's a real eye-opener to see the thousands of tonnes of "stuff" people accumulate and the eventually decide to toss out — everything from furniture and fascinating family heirlooms, to building materials and odds and ends from over-stuffed garages.

Toronto's hot housing market means there is a growing demand for junk removal services as sellers declutter properties to list them and buyers pare down belongings for their big move.

What many people don't realize is that Just Junk diverts about 60% of everything it collects from landfills through recycling and donating items to charitable groups for re-use and resale.

If you're interested in seeing a collection crew in action, I'd be happy to help make the arrangements.

Thank you

### About JUSTJUNK:

JUSTJUNK removes junk and unwanted materials/items from residential and commercial properties including furniture, appliances, garden refuse and construction and demolition debris. The pricing rates include all labour, loading of the materials from anywhere on the property, clean up and all disposal or recycling fees. Customers are provided with an up-front, written estimate before any work begins.

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### For more information, please contact:

[CONTACT]

[CONTACT EMAIL]

[CONTACT PHONE]



JUST JUNK Franchising Corporation – 1-888-586-5888



## Sample Quotes for PR Media Outreach

*Please use the following document to reference quotes you can communicate to the media when being interviewed for a newspaper article or radio interview.*

### Key Points

- Service area: Refrain from mentioning the amount of franchises. Instead, **refer to the hundreds of cities across Canada we service** to give a sense of our scale in interviews.
- Emphasize our ability to divert items away from landfills. Typically this would include “60% of items” as a key figure.

### Service Quotes

“There are four things you can always count on in life, death, taxes and Junk” “Clearing the clutter not only frees up space but also has a therapeutic effect”

“Customers are amazed with the level of service we provide. We remove anything from anywhere even if that means us climbing into attics or crawl spaces”

“One of the best ways to increase your productivity and reduce stress is to de- junk your space and get organized”

“It’s a business that combines a high tech infrastructure with good old fashioned labor and unprecedented service”

“We are creating space for people”

“Often times people that can’t let go of the past, can’t let go of their Junk”

“People who are starved for time love our service because the last thing they want to spend their time doing is hauling junk to the landfill on a Saturday afternoon”

“If you haven’t used it in the last two years you probably never will use it”

“It’s gratifying to see the smiles on customer faces once we have clean-out their garage. They always remark how excited they are to finally park their car in their garage”

“Renting a disposal bin or taking the junk to the landfill using a personal vehicle or rental truck is not a simple, practical or cost effective solution.”



“We are professionalizing the junk removal business. We go way beyond up front rates, uniformed staff and clean trucks, we ensure all employees wear boot covers, demonstrate good old fashioned manners and are sensitive to the requests of every customer”

“In North America garages are no longer used for cars they have become junk storage space”

“People can save themselves a lot of money by simply removing their junk to create space, instead of moving into a larger house”

“We are now living in a throw away society where products are routinely purchased and then simply discarded after enduring only a short period of usefulness”

### Growth Quotes

“Our vision is to become the most reputable brand in the service industry”

“The exciting part about our business is that your days are spent promoting the service to prospective clients while interacting with your truck teams to maintain great customer service.”

“We are rapidly becoming the next big brand in an industry that is very fragmented”

“We are much more than a team of people who haul junk. Our business tactics are developed around our plan to become one of the largest junk removal services in North America.”

“There’s a growing need for professional junk removal services not only in Southern Ontario but throughout the developed world. There are thousands of new products entering the market place every year and people are stuck not knowing how to get rid of the things they no longer want or need

“As long as manufacturers are making products the potential for our service is unlimited. Our business is not susceptible to consumer trends or fads”

“If you’re the type of person that wants to sit behind a computer all day this business is not for you. You need to love people, sales and enjoy physical work”

“Everyone involved in this business is excited we are on the ground floor of something that is growing very rapidly”

“There is only one true competitor that exists in the market along with many mom and pop businesses.”



## Environmental Quotes

“People always want to be more environmentally conscious when they are getting rid of their materials but they don’t know how – we are the perfect solution”

“Everything in this world will at some point need to be removed and disposed of in an environmentally friendly manner”

“Up to 100% of all junk can be recycled and donated depending on the type of job”

“In the future we envision Just Junk more as a recycling company, diverting everything we possibly can from landfills,”

“When you throw your junk into a disposal bin or dumpster nothing is recycled. Any reusable products, construction debris, old furniture and clothes all goes to the landfill, that doesn’t benefit the environment or the community. We are a great alternative”

“The environmental impact starts with the production, then consumption and concludes with the disposal choice”

