

Promotion

Use community resources and partners to help promote your activity at least three months in advance. Possible promotion tactics include:

- Send letters to community members, schools, and childcare centers encouraging them to participate in your activity.
- Post flyers at local businesses, hospitals, gyms and libraries with information about the activity.
- Ask your businesses and nonprofit partners to distribute flyers.
- Use social media to promote your activity. Ask supporters to share information about your activity on their social media sites.

Working with the Media

The media can significantly help spread the word about children's mental health in your community. Whether you use letters to the editor or invite the press to events, be sure to include a media strategy as a part of your community's campaign. Here's some elements to include:

- Submit your event for community calendars in magazines and local newspapers. Visit TV station websites and online news websites to post your activity for online community calendars. Inquire about opportunities for event mentions on your local radio stations.
- Identify local parents and/or youth who agree to share their compelling personal stories about children's mental health at your activity and with the media. Interview them and use their emotional and powerful stories to help pitch your story idea to the media.
- Request live TV interviews about your activity six weeks in advance.
- Ask local radio stations for interviews one to two weeks in advance.
- Write a media advisory about your event. See included sample.
- Write a one-page list of talking points. Include information on your agency, children's mental health statistics and tips for parents. Email talking points to reporters working on stories.
- Distribute your media advisory by email to media outlets and follow-up with phone calls. Find reporter contact information on media outlet websites.
- Track media coverage and share your media stories on social media.

Media Advisory Sample

ORGANIZATIONAL LETTERHEAD

FOR IMMEDIATE RELEASE:
Month, Date, Year

Contact Information:
Name, Title
Cell Phone Number
Email

Short Headline Using Active Words to Describe Activity

Optional Sub Header in Italics –No Longer than One Line

What: Briefly describe the event and the issue to which it pertains. Include details about how many people are expected and your attendees (families, businesses, community leaders, etc). Explain the goal of the activity and why it is important.

When: Include Date and Time

Where: Location Name and Address
Room Number or Floor
If difficult to find, include directions.

Speakers: List speaker names, titles, agency/company
(If you don't have speakers then you can include a section on Activities or People Available for Interviews)

These parents and kids are willing to share their stories with the media:

MY PERSONAL STORY -- Include a short paragraph on your best parent/kid who is willing to do an interview.

A NEW LEASE ON LIFE -- Include another paragraph on another compelling interview choice.

Include a short summary of your organization at the bottom. This should reference the organization's area of expertise as it relates to the event described in the media advisory.

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To arrange interviews, please call _____ at _____. Preview stories can be arranged.

Sample Letter to the Editor Supporting Coverage

Your logo/organization name here

Dear Editor,

I want to congratulate you on your article "**Headline from the article in your local paper,**" **page, date of issue** that positions mental health as a vital component of the total well-being of every child. We all play a role in supporting positive mental health for all children in our community: from families to schools, from child care providers to businesses, all parts of our community have the opportunity to support positive mental health development for our children. A statewide public education campaign, **name of your event or theme for your event**, is venturing to do just that by encouraging people to think about their children's mental health and become informed.

Name of your organization currently operates **detail what you do** and we have succeeded in assisting **number of children** in our **county/city**. We have joined forces with dozens of organizations across the state to support *(your community's unique theme or event)* because we care about Virginia's children.

I want our community to know that it's easy to help children with mental health concerns. I encourage your readers to:

- Speak with your child's doctor or teachers about how to encourage your child's social and emotional development.
- Find tips and resources for your child by visiting www._____.org.
- Attend our upcoming **describe your activity**.
- Encourage policy leaders to make children's mental health a top priority.

If we want our community to succeed today and always, we should encourage each other to be *(your community's theme or event name, i.e. Heroes for Hope)* for Virginia's children.

Sincerely,

Name

Address

City, State, ZIP

Daytime phone number