

Working with the media

One way you can help prevent child abuse and neglect is by creating public awareness, and the media is an excellent tool for this. The following suggestions can help you increase media exposure that will help you educate your community about child abuse and neglect.



What you can do

1. Get to know reporters.
 - Find out who covers child and family issues in your local media outlets.
 - Send members of the media your newsletter to inform them about your organization.
 - Ask your local media outlets to post a link from their Web site to yours.
2. Invite the press.
 - Inform newspapers and TV and radio stations of your events to list on their community calendars.
 - Invite media celebrities to be guests of honor at your events.
 - Organize a media event on child abuse prevention.
3. Develop a press release.
 - Include the “who, what, where, when, why and how” of your story.
 - Start with the most important information and provide less important details toward the end.
4. Write an opinion editorial piece for your local newspaper.
 - Send in your viewpoint to your local newspaper editor.
 - The editor’s name is at the top of the opinion editorial page in each newspaper.
 - Ask for word count limitations and include any required information.
5. Submit prewritten articles to community newspapers.
 - Community papers often accept prewritten articles and photos. Send your newspaper an article on child abuse prevention.
 - Follow-up with the editor to answer questions he or she may have.
6. Secure television and radio coverage.
 - Familiarize yourself with show formats before you send your materials.
 - Approach radio and TV programs to see if you can be a guest.
7. Develop public service announcements and print ads.
 - Public service announcements (PSAs) are free advertisements available only to non-profit organizations. Contact a local newspaper, television or radio station to see if they will air yours.
 - PSA spots are limited. Many media outlets require that PSA requests be submitted a minimum of six weeks before the desired print or air date.