PARTNER CALL #4:
Pitching the Story to Local Media

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Today’s Objectives

- Learn how to use traditional media relations to raise awareness, educate key audiences and spur people to take action

- Learn how to amplify your NRPM public relations efforts across your various communication channels
Generating Publicity: Key Considerations

Media relations uses a trusted third party - the media - to inform, educate, entertain, and motivate audiences.

- News must be timely (NRPM provides a timely hook/reason for media to cover now)
- Story needs to be relevant to a media outlet’s audience
- Consider your audience(s) and tailor the messages to them
- Human interest stories drive local coverage
- Anchoring pitch in concrete news, trends, data, events adds to the strength and appeal
Generating Publicity: Process

The process of securing media coverage includes:

- Identifying timely, newsworthy story angles
- Determining your key messages
- Writing media materials
- Researching the media landscape
- Developing a targeted list of print, online and broadcast outlets; add opportunities for reader-submitted content and send letters to the editor
- Distributing personalized emails
- Following up to encourage story development and arrange interviews
- Monitoring for coverage, sharing across media types
Generating Publicity

Media Relations

Consistent, positive media coverage is one of the best ways to increase awareness of and drive support for National Runaway Prevention Month (NRPM) and your organization.

The National Runaway Safeline shares with the media the latest news and important information relating to NRPM — and partners like you can help further "shine a light" on the issues and solutions by distributing your own press releases locally.

We encourage you to publicize your NRPM news and activities in advance of and during NRPM. Tailor the sample materials below (these are for the launch of NRPM, but you can customize these tools with any news), and send them to your local newspapers, online outlets, and radio and TV stations.

Press Release Template

Send the release to generate interest in your news/event and spur media coverage

FOR IMMEDIATE RELEASE

Contact:

[Name]

[Phone]

[Email]

[Name of Organization] Commemorates National Runaway Prevention Month in November with [Event/Activity]

[CITY, STATE — (DATE)] — According to Chapin Hall at the University of Chicago, one in 10 young adults between the ages of 18 and 25, and at least one in 30 adolescents between the ages of 13 and 17 experience some form of homelessness over the course of a year. They may be coach surfing, sleeping on the streets, or staying in shelters.

To help reduce runaway incidents and youth homelessness and recognize November as National

Media Alert Template

Send the alert in advance of an event to garner onsite media coverage

*** MEDIA ALERT ***

[Organization Name] to Kick Off National Runaway Prevention Month at [Event]

WHAT:

November is National Runaway Prevention Month. During this time, organizations across the country work to raise awareness of the runaway and homeless youth crisis and the issues these young people face and also to educate the public about solutions and the role they can play in ending youth homelessness.

[Organization name] invites community members to join together at [event]. Include a few sentences about the event/activity and its importance.

WHERE:

Include location, address

WHEN:

Include date

TIMETABLE:

Include key times and activities; for example, 6:30 p.m. reception, 7:30 p.m. program and award ceremony, so reporters will know when is best to arrive and what to expect when there.

INTERVIEWS:

Include a name and title of onsite spokespersons with a brief description of who they are or what they can discuss.

WHY:

In the United States, approximately 4.2 million youth ages 13 to 25 experience homelessness every year. This crisis was exacerbated by the pandemic. Since March 2020, youth have endured crises stemming from being out of school, losing access to regular connections and supports, extreme isolation and escalating tensions at home. Homeless youth faced increasingly dangerous conditions on the streets.

Through targeted prevention strategies and early intervention programs, organizations nationwide are working to support youth in crisis and end youth homelessness.
How has your organization used media relations to raise awareness?

Do you have any suggestions from your experience?
Media Types

All media types – paid, earned, shared and owned – work together to amplify your messages

- **Paid** = social media ads, sponsored content, advertorials
- **Shared** = social media, partnerships, CSR
- **Earned** = publicity/media relations
- **Owned** = your channels (website, blog, newsletter, podcasts)

- Leverage messages and communications across more than one media type
- Secure a newspaper article ... share it on social media
- Hosting a screening at a local movie theater ... work with the theater to display NRPM materials in lobby
CONTACT INFORMATION

BETH RICHMAN
Public Relations Consultant
brichman@1800RUNAWAY.org || 312-806-8999

CHRISTOPHER SMITH
Communications & Graphic Design Manager
csmith@1800RUNAWAY.org || 773-289-1716

GET INVOLVED. TAKE ACTION. MAKE A DIFFERENCE.

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