NRPM Partner Call #4
Securing Media Coverage & Local Support
Introductions

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Securing Media Coverage & Local Support

• A newspaper article, radio interview or TV segment can put your organization (and NRPM) on the map, position spokespeople as thought leaders and drive support.

• But how do organizations get featured in the media? Through personal relationships with the reporters? Luck? Good timing? An understanding of how media relations works? All of this and more!
Today’s Objectives

• Learn how to use secure earned media coverage that helps raise awareness, educate key audiences and spur people to take action

• Learn how to amplify your NRPM public relations efforts across communication channels
Keys to Success

• Be sure you’re pitching news
• Make it timely (NRPM provides a timely hook/reason for media to cover now)
• Do your research
• Create target media lists
• Develop the right materials
• Follow up and be helpful
• Say thank you and share
Template Media Materials

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 S helpline produces media with NRPM news and information and partners like you can help. Below is a guide on the issues and solutions to youth homelessness by pitching the media suicide in your area.

We encourage you to publicize your NRPM news and activities in advance of and during NRPM. Take the compass for release and media promotion along with the tips below to launch NRPM, but you can customize these tools with any news, and send them to your local newspapers, online media, and radio and TV stations.

Also, in the past, several partners have written and sent letters to the editor that have been published by local newspapers and websites. Before sending a letter to the editor, be sure to check the editor's guidelines, as many specify parameters, such as word count limit.

Media Alert Template

Sent the alert in advance of an event to garner media coverage

*** MEDIA ALERT ***

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

WHAT:
November is National Runaway Prevention Month (NRPM). Throughout the month, organizations and Youth Ambassadors across the country are raising awareness of the runaway and homeless youth crisis and sharing stories about solutions and the role they play in ending homelessness.

[Organizations name] invites community members to join together at [event]. [Includes a few sentences about the event details].

WHEN:
[Date, address, and any special instructions, e.g., entrance or parking]

WHERE:

TIMETABLE:
[Key dates and activities, e.g., 10:00 a.m. reception, 11:00 a.m. program and award ceremony, etc. (repeats need to be brief and to what to expect when there.)

INTERVIEWS:
[Name and title of spokesperson who are available for interviews at the event, include a brief description of what they are or what they can talk about]

WHY:
In the United States, approximately 4.2 million youth ages 13 to 26 experience homelessness every year. While living on the streets, in shelters or couch surfing, they are at risk for mortality, violence, and exploitation. Youth runaways and runaways at risk are particularly vulnerable, exposing potentially dangerous situations and stigmatizing school.

Through targeted prevention strategies and early intervention programs, organizations like [Organization name], are working to support youth in transitioning to adulthood.

CONTACT:
[Name, title, phone and email]

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facebook

@1800RUNAWAY

@NATIONALRUNAWAYSAFELINE
After You Secure Coverage

• Leverage placements across communication channels to extend your reach and add to your credibility (and it’s appreciated by media)
  
  • Share on social media, tag outlets and journalists
  
  • Add the coverage to your media/news page on your website or include in your newsletter
  
  • Include a link to select media interviews in pitch letters to reinforce credibility, and if relevant, demonstrate your spokesperson’s experience and style
QUESTIONS?
HOW TO REACH US

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