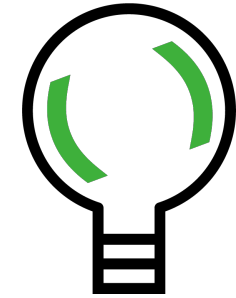


**National  
Runaway  
SafeLine**



**NATIONAL  
RUNAWAY  
PREVENTION  
MONTH**

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



**@1800RUNAWAY**



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# Introductions



- Beth Richman  
Communications Consultant
- Christopher Smith  
• Director of Marketing & Communications

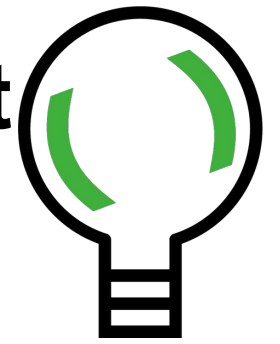


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# Securing Media Coverage & Local Support



- 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!

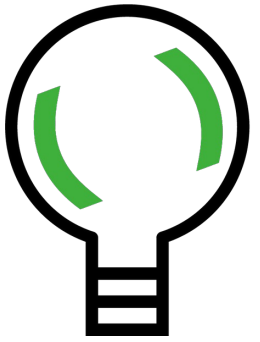


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# Today's Objectives



- 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



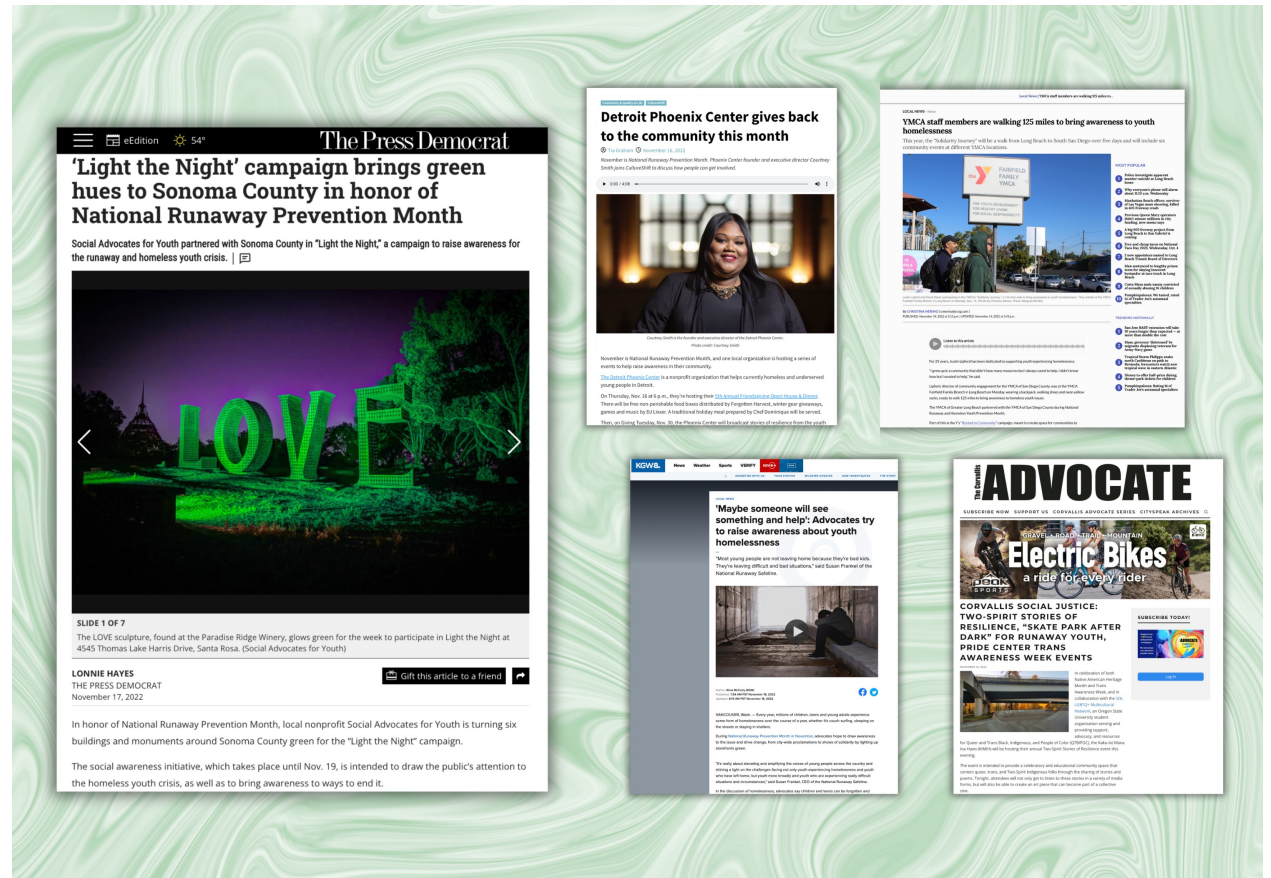
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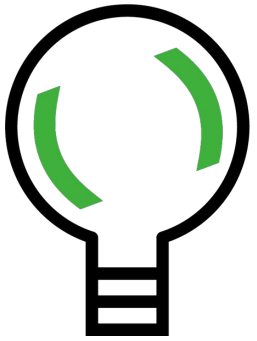
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# Keys to Success

- 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



## 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 provides media with NRPM news and information – and partners like you can help further “shine a light” on the issues and solutions to youth homelessness by pitching the media outlets in your area.

We encourage you to publicize your NRPM news and activities in advance of and during NRPM. Tailor the sample press release and media alert below (these are for events tied to 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.

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

## 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 (NRPM). Throughout the month, organizations and Youth Ambassadors across the country are raising awareness of the runaway and homeless youth crisis and educating 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].

**WHERE:** [Venue, address and any special instructions, i.e., entrance or parking]

**WHEN:** [Date]

**TIMETABLE:** [Key times and activities; i.e., 6:30 p.m. reception, 7:30 p.m. program and award ceremony, so reporters know when is best to arrive and what to expect when there].

**INTERVIEWS:** [Name and title of spokesperson who are available for interviews at the event, include 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. While living on the streets, in shelters or couch surfing, life can get challenging; youth may have difficulty finding food, caring for their mental and physical health, avoiding potentially dangerous situations and staying in school.

Through targeted prevention strategies and early intervention programs, organizations, like [organization name], are working to support youth in crisis and end youth homelessness.

**CONTACT:** [Name, cell phone and email]

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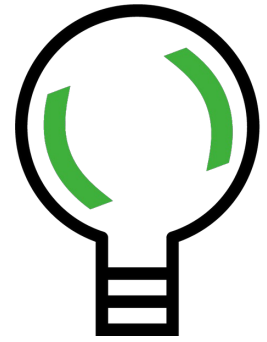


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# After You Secure Coverage



- 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?



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# HOW TO REACH US



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