



MEDIA OUTREACH

On the national level, Partnering for Children is already reaching out to key reporters at the national outlets. The news release of the campaign launch was posted on PR Newswire and reached thousands of reporters and newsrooms nationwide.

To help augment these efforts, we encourage you to reach out to your local reporters and outlets to help tell the Partnering for Children story. What follows are ideas you may consider in telling your story.

Please tailor your pitches to the most relevant reporter and coordinate your activities, making sure that only one person handles the outreach and that you use only one approach with each outlet. Please do not double time reporters or their outlets by pitching to more than one person or beat. This works against your interests in getting your story told as it gives the appearance that you do not trust the reporter to do his/her job.

Be sure to include the mission statement and web address on all of your communiqués and feel free to utilize the outreach ideas we have provided and to customize the existing media outreach materials (press release, letter to the editor, etc) to fit your market.

If you have any questions or concerns about media outreach, please feel free to contact us:

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Outreach Ideas

- 1. Make the case for Partnering for Children:** Invite a local reporter who covers children and families, features or health/medicine to meet with your leadership and a parent or parents (please refer to accompanying materials that help you select and prepare parents for interviews) who can discuss the significance of the Partnering for Children campaign — why it's so important to get the word out about compassionate, family-centered healthcare for children with life-threatening conditions.

If appropriate, invite the reporter to the home of the family or a location that would be resonant to viewers/listeners/readers. It's good to provide a visual that helps tell the story.
- 2. Include Partnering for Children in ongoing outreach efforts:** When inviting the media to one of your existing events or reaching out to media — be sure to include information about Partnering for Children.
- 3. Distribute Partnering for Children press release to all local media.** We have created three versions of a press release: a fill in the blank release to announce your participation in the campaign; one written through release that is shorter, for those outlets that prefer to receive news in smaller segments; and one that is longer and covers more information about the campaign. Use whichever one best suits the outlet and reporter you are targeting.
- 4. Pitch the op-ed by Melissa Gilbert to your local paper.** We have included an op-ed by Melissa Gilbert, the actor, producer, director and board chair of the Children's Hospice and Palliative Care Coalition and the spokesperson for Partnering for Children. Contact the op-ed or editorial page editor (only one) and encourage them to run this piece. If they say no to an op-ed, offer to send them a letter to the editor – see below. (Samples of both items are included in the Outreach Guide.)
- 5. Send a letter to the editor:** Enclosed is a sample letter, encouraging readers to purchase memorial bracelets that benefit the Partnering for Children campaign. Before sending, please check on the news outlet's website to determine their letter to the editor policy such as word count, contact information, etc. When appropriate, you can offer to include a photo of the bracelet, which you can find on this website.
- 6. Serve as a resource:** Send a sampling of the Partnering for Children resource materials to reporters and editors with whom you have worked in the past — along with a note from your leadership to let the reporter know about the campaign and to urge them to consider covering the issue again, focusing on the importance of getting the word out about compassionate, family-centered healthcare for children with life-threatening conditions.