

## Media Outreach

Newspapers and television stations are always looking for positive, local stories to cover; many of them even have a special focus on youth and education. The more publicity your SADD chapter and activities receive, the more likely you are to get donations and support from the community for future events.

The press release template included in this packet can be used to announce the formation of your new chapter. Fill in the blanks with the appropriate information, print it on your school's letterhead, and send it to local media outlets.

Here are some pointers for working with your local media so you can gain the benefit of their coverage:

- Make a list of all local media outlets, including newspapers, magazines, and television and radio stations. Most media outlets will have websites with contact information, phone numbers, and addresses. Look for the names of reporters and contact people, and keep an up-to-date list of contacts.
- When possible, get to know your local reporters well in advance of contacting them to cover your event. Consider inviting reporters to key meetings to introduce them to your mission and purpose.
- Be aware of deadlines for your local news and media outlets so you are not contacting them on short notice.
- Give your news release or story idea a local angle so the story will be relevant to your community and more likely to be picked up by local media.
- Appoint someone in your chapter as the public relations coordinator. This person should assume responsibility for all contact with media.
- Before calling the media to “pitch” or sell your story, jot down a few key points as a script to prompt you. State clearly whom you are and why you’re calling and always ask if it’s a convenient time to talk. If it’s not a convenient time, inquire about a better time to call back and then make a note to do so.
- Generate templates for a news release, a media advisory, a drop-in article, a public service announcement, and a calendar item. If you’re unsure about what to include, visit the SADD National Web site at [www.sadd.org](http://www.sadd.org) or contact SADD National at 877-SADD-INC.
- The National Youth Anti-Drug Media Campaign also offers tips for crafting these important documents. Visit [www.mediacampaign.org](http://www.mediacampaign.org) to learn how to receive these excellent materials for free.