

Tips for Engaging Media

Engaging the local media via television, radio and print allows for opportunity to get the word out, to publicize events to a large audience, to reach potential supporters, to build connections and to tell your story in detail. A resource packet for print media will be distributed via the KY Press Association. You may receive a copy by emailing pcaky@pcaky.org.

Stay on message. Narrow your message to one or two central points. You do not have to explicitly answer every question posed. Answer questions in such a way it reflects your key message. Do not repeat something a reporter says that is not part of your point. Emphasize child abuse is a problem with solutions that don't receive the attention they should. Describe the solutions.

Letters to the editor are a great way to reach a general audience. Keep them short and focused. Be sure to include a call to action whether it is to support specific legislation or to learn more about a program. You may also highlight actions individuals, agencies and groups take to help families.

Share what works. Reporters will want statistics. Instead of supplying them with the traditional child abuse statistics on reports, substantiations and deaths, give them statistics on effectiveness. Share how many people you reach with services. Let them know the impact of prevention programs and services for families.

Relate programs to prevention. Given the public's overwhelming tendency to think about child abuse in its worst forms, the term "child abuse prevention" holds little meaning to them outside of reporting. When relating stories of successful prevention strategies, it is important to connect the dots from the program to the prevention of child abuse. Let the public know how they can help.

Find 'real people' and share a story. Use a compelling story of an individual or group who has found a way to make a difference to show your audience how they too, can implement effective prevention strategies. Demonstrate how effective evidence-based prevention programs and policies can positively impact the lives of children and families. Focus on approaches and commitments which strengthen families and communities.

Ask your local paper to run a four week series on parenting and child development throughout the month of April. Seek out stories of families who have overcome challenges, successfully completed parenting classes or reached positive milestones as a result of receiving local community services.