

Prevention & the Press:

How to leverage the media
to share child welfare stories

**Cherokee Ballard
& Britten Follett**

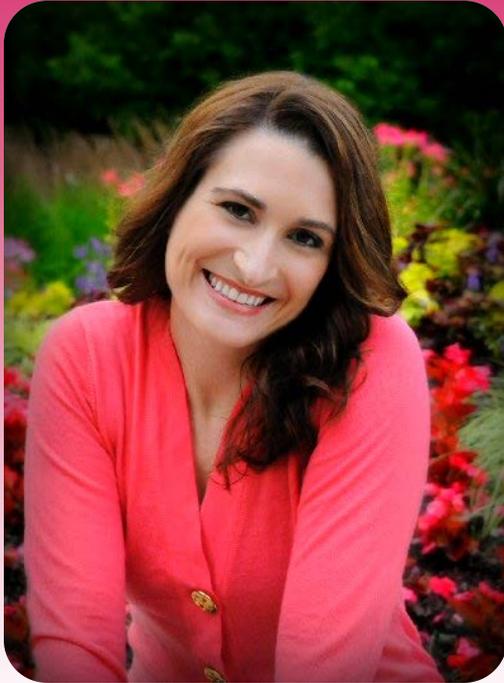
Who Are We?

Cherokee Ballard

- **Former journalist**
- **Communications ONG**
- **Child Advocate**
- **Co-Author**



Who Are We?



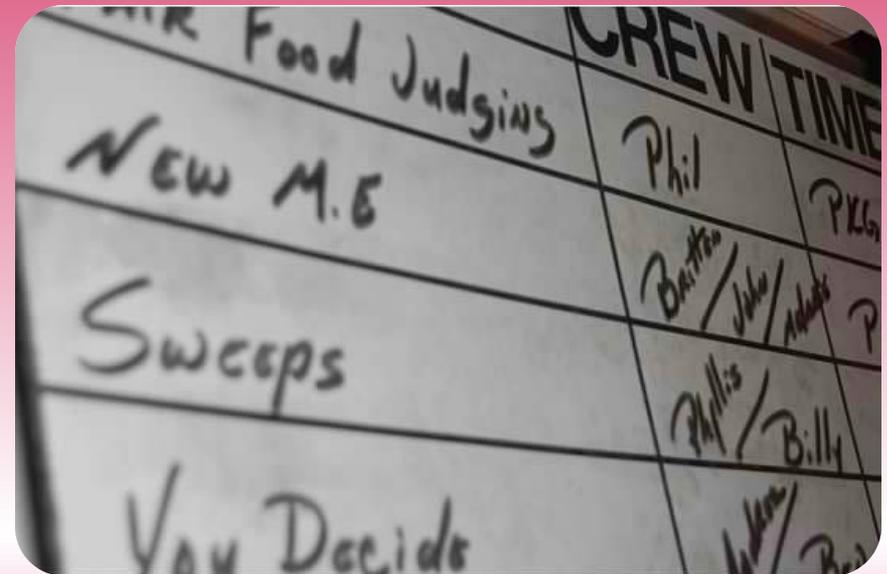
Britten Follett

- **Former journalist**
- **Marketing/Communications for Follett**
- **Child Advocate**
- **Co-Author**

Newsroom 101

Who are the players?

- **News Director**
- **Assignment Editor**
- **Producers**
- **Anchors**
- **Reporters**
- **Photographers**



Newsroom 101

What makes a good story?

- **Newsworthy**
- **Promotable**
- **Local Angle**
- **Memorable**



Newsroom 101

Who picks the story?

- **Assignment editors set calendar**
- **Reporters pitch stories**
- **News director/producers select stories**

Newsroom 101

The Pitch

- **Make relationships with reporters when they need something**
- **Nurture the relationship when neither of you need something**
- **Make a memorable pitch with the promise of exclusivity**

Newsroom 101

Be Available 24/7!

- **Give reporters your cell phone number**
- **Open your organization up for photo and video opportunities**
- **Have interview subjects available on short notice**

Child Abuse Prevention Coverage

Fear

- **Reporters are intimidated by child welfare stories**
- **OKDHS bound by confidentiality**
- **Use your experience to help educate them**
- **Volunteer your expertise to help fill in gaps**
- **Explain the law**

Child Abuse Prevention Coverage

Win them over with #'s

- **Use child abuse statistics to convince reporters they need to cover prevention stories**
- **Use the statistics to build success stories about your organizations**



Fighting the System

Case Study #1

- **The pitch**
- **The characters**
- **Voices of victims**
- **Organizations that can help**

Infant Crisis Services

Case Study #2

- **The pitch**
- **The characters**
- **Voices of victims**
- **Organizations that can help**

Faces of Homelessness

Case Study #3

- **The pitch**
- **The characters**
- **Voices of victims**
- **Organizations that can help**

FACES OF HOMELESSNESS



Child Abuse Prevention Coverage



Provide Characters

- **Put a face to the story**
- **Survivors=Stories**
- **Identify people within your organization who can help tell the story**

PR on a Dime

To hire or not to hire?

- **Do it yourself PR**
- **Turn a ribbon cutting or news conference into a lead story**
- **Save the paper!**

