



Connecticut
Mentoring Partnership

Media Relations Tips

The Governor's Prevention Partnership has partners with over 90 of the state's media outlets, creating a Media Partnership that includes radio, print, television and non-traditional media. The Media Partnership participates in campaigns developed to focus on mentor recruitment and National Mentoring Month.

Understanding and working with the media on a regular basis is an important strategy of a successful Mentoring Recruitment Program. Through print, radio, and television partnerships you can get your recruitment message to a broad audience. We encourage you to use these tips sheet in conjunction with your Local Minority Media List. The Governor's Prevention Partnership is available to provide technical assistance in this area.

• **Introduction to Media**

Contact local media representatives (reporters, editors, etc) to introduce yourself and your program. Invite media to check-out the Mentoring Partnership website. If possible, set up a meeting to explain your local mentoring program and its goals. Consider asking experienced mentors with their youth mentee partners to be on hand to talk about their positive experiences.

• **Event Promotion**

Promote local mentoring events (e.g., mentor mixers, trainings, National Mentor Month - January) with calls to the media, media advisories and press releases. Continue to update media with information, new facts about mentoring, case studies of mentor/youth relationships, etc. Capitalize on national and statewide initiatives in your area with localized press materials. This approach will encourage and promote a media partnership that can create attention for your mentoring recruitment efforts long-term.

• **Talk Show Interviews**

For a more in-depth look at mentoring, consider arranging for a key community leader and youth representative to appear on local radio or television talk shows. Contact the talk show host or show producer to promote the topic and schedule the best day for the interview. Many of the materials, including the mentoring fact sheet, will be helpful in preparing for your interview.

• **Radio Promotions**

In addition to traditional media relations, radio promotions can be great ways to extend the mentoring recruitment message. First, select the radio or television station that best fits your recruitment demographics. Then, contact the station's promotions or public service director to discuss your goals for mentoring recruitment and ideas for how a promotion could be developed. Work together to create a promotion that meets your objectives as well as those of the station. Of course, similar promotions can be done with local network, cable, and community television stations.

Radio Promotions / Suggested PSA's

Below is an example of a radio promotion that you might suggest to program directors:

- **“100 Mentors in 100 Days”**

Invite station listeners to call in each time they hear a “Mentor Moment” PSA (see samples below). Every 100th caller receives a prize courtesy of the station. Ask the station if they are willing to help secure prizes from their advertisers.

- **“Mentor Moment”** Announcer-Read Radio PSAs

Below are *sample* PSAs that can be sent with a cover letter to area radio stations asking them to have their deejays read these as often as possible during a certain time period (e.g. National Mentoring Month in January).

15-second “Sample”

When a parent needs help, mentoring can be the answer. Young people with mentors learn to lead successful, responsible lives. Share what you know. Be a mentor. Call [insert phone number here]. A Mentoring moment from The Governor’s Prevention Partnership Connecticut Mentoring Program.

30-Second “Sample”

Did you know that youth in a mentored relationship are 46% less likely to use drugs and 52% less likely to skip school? These same kids behave better in class and get better grades. Every parent could some help. It’s time to man up. Be a mentor. Mentoring helps kids. Mentoring helps parents. Mentoring helps us all. Mentoring makes lives better. Call [insert phone number here]. A mentoring moment from the Governor’s Prevention Partnership Connecticut Mentoring Program.