



Guidebook for Successful Public Service Announcement (PSA) Media Placement Campaign

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Glossary

Ad Slick: Replica of a print advertisement showing text, graphics, and photographs as they would appear once published.

Classifieds: Section of the newspaper listing personal ads for employment, items for sale, etc., usually paid. Pitch an abbreviated version of a PSA promoting mentoring.

Community Calendar Listings: Announcements in a newspaper or on a television station promoting community events or services. To reach potential mentors or families whose child may need or want a mentor, place announcements about mentoring programs or events in these sections.

Media List: Database of community affairs or public service professionals who you should contact in order to place a PSA free of charge. A media list might also include notes on an outlet's PSA submission process.

Pitch: Contact with staff at a media outlet to persuade them to cover a mentoring event or place a PSA.

Public Service Announcement (PSA): Unpaid advertisements or announcements that are designed to inform the public about a specific issue or cause. Whether it is a community calendar listing, newspaper classified, television spot or radio announcement, a PSA provides viewers, listeners or readers with valuable information that could positively affect their lives

Spot: Taped television advertisement.

Tracking: Collecting information to monitor the use of a PSA. Data that will be helpful in tracking a PSA include:

- › Date/time/frequency of airings ;
- › Number of calls to a hotline during a PSA effort or clicks to a Web site as compared with the period before and after a PSA campaign.

Introduction

MENTOR's 2008 series of **Go!** Public Service Announcements (PSAs) for print and broadcast media are available for viewing on MENTOR's Web site www.mentoring.org. To request a professional tape copy suitable for broadcast or a high-resolution copy for print placements, please contact MENTOR's marketing and communications department at 703-224-2244 or 2211.

The **Go!** PSA campaign includes a 15- and 30-second videos that feature well-known entertainment and sports personalities - George Lopez (actor/comedian), Susan Essman (actress/comedian), Cheryl Hines (actress), Bob Costas (sportscaster/author), Oscar De La Hoya (boxer/promoter), Dan Marino (football player), and Dominic West (actor) – who passionately urge viewers to get involved in mentoring activities. In addition, there are two versions of the PSA for print media featuring D.L. Hughley (comedian) and Shane Mosley (boxer).

To help local and state mentoring partners raise awareness about the need for mentoring, MENTOR makes the **Go!** PSAs available for placement in your local media outlets. This guide was developed by MENTOR to serve as a roadmap to help you successfully develop and place these PSAs in your local media. It provides the tools and step-by-step techniques needed to manage a successful PSA campaign.

Getting Started

You need to focus on connecting with members of the media and persuading them to care about mentoring in order to help you spread the word about it in your community.

You should emphasize that mentored students...

- › Have a higher school-attendance record and academic performance;
- › Are more likely to go on to higher education;
- › Respond more positively to their teachers and parents;
- › Are more comfortable communicating with their parents and society;
- › Receive more emotional support from their friends and peers;
- › Have a greater feeling of self-worth;
- › Understand how academics ultimately influence and relate to the professional world.

Mentoring is also a powerful positive influence on the individual mentors as they experience the thrill of making a real difference in young person's life. Mentoring is more than a "nice thing to do;" it is a substantive relationship delivering enormous benefits to both parties.

Your conversations with the local media should begin with a presentation of the problem...

There are almost 15-million children who need a caring adult mentor in their lives.

Then, present the solution...

MENTOR and other mentoring organizations nationwide need to continue to make high-quality mentoring possible through promoting best practices and national standards, tools and resources, and advocacy and awareness-raising.

The mentor and the mentee form the ultimate "Dream Team" in a relationship that is truly beneficial and significant for all parties involved.

Reaching Potential Mentors through PSAs

MENTOR **Go!** PSAs promote the power of youth mentoring. Based on extensive market research, the ads deliver a strong call to action for viewers/readers to take the first step toward mentoring and how to get involved. They are designed to raise awareness about mentoring as well as to motivate potential mentors, caregivers, advocacy groups, and mentoring organizations to take action.

Why Place PSAs?

Newspaper and television advertisements deliver messages to inform and motivate a target audience to action.

When Is the Best Time to Place a PSA?

PSAs, including classifieds and community calendar listings, can be used year round to promote mentoring and mentor recruitment. These announcements can also publicize events or news about mentoring. For instance, if your community or state has received ongoing government funding for mentoring, use a PSA to get the word out.

Prior to and during National Mentoring Month, which happens each January, is a great time to run PSAs about mentoring. But mentoring is a year-long need; a year-long issue. Raise awareness about National Mentoring Month and its many events, campaigns, and celebrations through the use of PSAs and then continue community visibility throughout the year.

Pitching and placing PSAs is challenging work. For organizations with limited resources, PSAs can be an effective tool for reaching individuals and organizations through the media sources that people rely upon each day for news and entertainment. However, because media outlets place these announcements free of charge, it is difficult to control when or where your PSAs will run. If you can afford to place paid advertising, MENTOR encourages you to explore this strategy, along with pitching PSAs, to more effectively reach your target audience.

Using MENTOR **Go!** PSAs

MENTOR has high-quality, research-based broadcast PSAs available. Using these proven spots saves local and state organizations production costs and eliminates the question, “Will our ads work?” Some of the benefits include:

- › **High-quality:** The high-quality production of the ads rivals that of commercial advertising.



- › **Research-based:** MENTOR PSAs are data-driven and were well-researched in advance of their creation. They are intended to initiate a viewer/reader's first step toward learning more about mentoring.

- › **Considerable Cost Savings:** Producing advertisements can be expensive and time consuming. Steps can include hiring an advertising agency to develop the ads; determine filming locations; hiring talent and film and lighting crews; paying fees and rights; paying for editing and final production costs; and hiring a research firm to test the ads.

Interested in learning more about MENTOR PSAs?

Contact MENTOR's marketing and communications department at 703-224-2244 or 2211 or go to www.mentoring.org.

10 Steps for Placing PSAs

Begin by selecting the media outlets with which you want to work and building relationships with media contacts. Once you have identified what is important to a media outlet, take some time to inform these media professionals about the problem (children who still need or want a mentor), the solution (providing caring adult mentors to these children in need and/or at risk), and the action that the media can take to help people get involved and organizations to raise awareness (running PSAs). Persuading the media to care about young people who need or want a caring adult mentor is a step-by-step process.

Step 1: Do Your Homework

Before pitching your PSAs to broadcast and print outlets in your area, research these media organizations. People are busy and your contacts will appreciate the fact that you took the time to understand their company and the media industry.

Identify media outlets in your area that reach potential mentors. Find out what audience each station or newspaper is aiming to reach. In which language(s) does the station air programming and PSAs? You can find out more about the media outlet's target audience by asking its advertising or sales department. By demonstrating your understanding of a station or publication's target audience, you are showing these media professionals that you care about their business and are giving them a reason to care about your issue, namely, because it is important to their readers and viewers. Eliminate the outlets that do not reach your target audience.

Research their current public service efforts. Does this outlet have an ongoing community or public service campaign that corresponds with the mentoring mission? Is this outlet promoting a particular community issue on a regular basis—such as quality of life for children? Can MENTOR's or your mentoring organization's work—promoting mentoring and working to recruit more mentors—add value to their current community affairs work? Encourage local media outlets to use current and past public service commitments as a springboard for a new partnership with MENTOR or your mentoring organization.

For example, if a television station sponsors mentoring activities, materials and on-the-ground outreach efforts from MENTOR or your mentoring organization can add value to their community affairs work. If an outlet does not have an existing public service campaign, encourage it to consider working with MENTOR or your mentoring organization. The outlet's participation would give it the opportunity to provide a tangible service to its readers or viewers..

Prepare state facts and figures. Before agreeing to run a PSA, public service professionals will want to know why they should promote youth mentoring. They will want to understand the scope of the issues with children at risk in their media market or community and how mentoring can

help these young people. Be sure to have your research at hand from both a state and local perspective.

Please keep in mind that this document is intended for internal use only. Tailor these answers with the same information that is used in the *Community Press Fact Sheet* (see the *Templates* section), which is designed for distribution to the media.

Prepare a media list. Once you have determined which media outlets you will target, prepare a media list. The list should include the contact information for the public service director, community affairs director, or public affairs department you will pitch to place a PSA. Call the stations and newspapers in your area to prepare the media list.

Include:

- › Name and title of contact;
- › Mailing address;
- › E-mail address;
- › Fax and phone numbers;
- › Specific instructions they provide for submitting PSAs.

Step 2: Tailor Your PSAs

MENTOR can provide your state or community with print and television PSAs that are localizable. The 30-second video PSA starring well-known entertainment and sports personalities—George Lopez (actor/comedian), Susan Essman (actress/comedienne), Cheryl Hines (actress), Bob Costas (sportscaster/author), Oscar De La Hoya (boxer/promoter), Dan Marino (football), and Dominic West (actor) —all passionately urging viewers to get involved in mentoring and urging them to find out more. We are pleased to make this ad available to you for placement on your local television affiliates. Please note that the final frame of the ad showcases the logos of the three National Mentoring Month partner organizations. This can be localized by your organization by inserting your own logo and URL. These high-quality materials are available free of charge, upon request from MENTOR’s marketing and communications department at 703-224-2244 or 2211. We do however ask that you inform us prior to placement where PSAs will be placed and any localization done. There is also a non-localizable 15-second version of the same video, available upon request.

The print PSAs which can be placed in your local newspapers, Web sites, publications, and any other print outlets can be localized as well. While it is not possible to customize the artwork of

Recap...

1. Research media outlets to learn more about:
 - a. Whom they reach
 - b. Past and current public service commitments
2. Focus your pitch on media that reach individuals and organizations interested in helping young people find their way in the world.
3. Customize template *FAQs* with local facts and figures.

the print ad by removing any of the text, including the URL, additional text can be added and the photo can be changed to a local spokesperson via file manipulation.

To request a professional video Beta-SP copy suitable for broadcast or a high-resolution copy for print placement, please contact MENTOR's marketing and communications department for details.

Step 3: Prepare Your Pitch

In addition to the PSAs, there are several documents that you should customize with your local or state mentoring program names. The *Templates* section includes many of the tools you will need for your PSA pitch, including:

- › *Pitch Memos*: Pitch memos are your first line of communication with a media outlet. They outline the problem, identify the solution, and suggest how the station or newspaper can reach eligible families. These memos, when written persuasively using state or local data, will be the key to capturing the attention of a public service director.
- › *Pitch Kit*: Along with a pitch memo, a pitch kit is designed to inform media professionals about your cause quickly. A standard kit contains fact sheets about MENTOR or your mentoring organization. If you have attractive outreach materials designed for raising awareness or recruiting new mentors, include samples. Don't forget to insert the sample ads, DVDs, and/or scripts for the PSAs—including television scripts for taped spots.

Step 4: Prepare a Coalition Spokesperson

Once you begin pitching your PSAs, some media contacts may request interviews about successful mentor-mentee pairs or a mentoring organization's work. Your organization should be ready to handle these interview requests. The *Talking Points for Spokespersons* and *PSA Pitching* templates are good tools for preparing a spokesperson in case there are requests for media interviews. Use the materials that you prepared for your pitch kit to customize these messages.

Before you begin pitching your PSAs, prepare your spokesperson to give media interviews. As you contact media outlets, interview requests might come your way. Use the *Talking Points for Spokespersons* and *PSA Pitching Tools* in the *Templates* section.

Step 5: Make Preliminary Calls

Make introductory pitch calls before sending your PSA pitch materials to media outlets. These initial calls give you a chance to double check your contact information and build a rapport with public service and community affairs professionals. If there is one piece of advice universally provided by media professionals to groups pitching PSAs, it is this: keep these conversations short and focused.

It is important to remember that practice makes perfect. Rehearse your pitch before contacting the media. The *Talking Points for Spokespersons and PSA Pitching* template provides some general messages that you can use during these conversations. Begin by introducing your organization. Use these first few moments to briefly explain the purpose of your call—to learn more about the outlet’s policy for placing public service or community announcements. Your contact will probably either explain the procedure for submitting a PSA or refer you to the person who can.

Once you have identified the appropriate contact person and understand the submission process, you can either: 1) let your contact know that you will follow up by sending or delivering an information package including the PSAs, or 2) ask if they have a minute to discuss your effort.

Before proceeding to this succinct explanation, consider the tone of the conversation up until this point. If your contact seems rushed or uninterested, simply thank them for their time and promise to follow up by providing a PSA kit. However, if the public affairs representative seems to want to know more about MENTOR or your local organization, take a few moments to brief them on important points.

Follow up on this conversation and e-mail or fax a fact sheet to your contact before mailing or delivering by hand the full PSA kit. To ensure that this issue is still fresh in their minds, be sure that your PSA kit reaches your contact within a few days of this conversation.

Through the PSA pitching process, you will want to build a relationship with your media contacts. These early conversations could be the start of an ongoing discussion and future media partnerships.

Use the *Media Contact Log* in the *Templates* section to keep a record of your correspondence and conversations with media outlets.

Step 6: Distribute and Follow-up on Your PSA Kits

Consider personally delivering your PSAs and pitch kits to the media contacts with whom you have spoken. If you have not established this relationship yet, mail your materials. Follow up with everyone who received a PSA kit approximately one week later.

Use the follow-up call to pick up where you left off in your first conversation. Take a few moments to run through the problem, solution, and need for this PSA effort. This follow-up call is an opportunity to begin helping your contact care about the issue. Keep a log of your

conversations with media contacts, especially if there are questions that you need to answer. Use the *Media Contact Log* (see the *Templates* section) to track your progress in pitching your PSAs.

Step 7: Respond to Requests from Your Contact

As you pitch your PSAs, your contact may ask for information that might not be at your fingertips. If you need to follow up on a request, be sure to do so quickly.

Step 8: Nail Down a PSA Placement Commitment

You have informed your media contacts about the need for more mentors, heightened awareness of mentoring, and pitched your PSA aimed at reaching the right audiences. Now it is time to close the deal. Often the public service or community affairs director will not be able to commit right away on the placement of your PSA. They might have to send it through a committee or wait for space to open up in their rotation. You may need to continue placing follow-up calls for several weeks to find out if your announcement will run.

Based on the relationship you have built with your media contacts, you will know how much follow-up is required in the future. If your contact cannot provide concrete information about the timing or duration of the PSA placement, tell them you will check back with them in a few weeks.

Track your PSAs once they begin airing. If you have a general idea when the spots will be used, consider assigning one or more people the task of monitoring specific media outlets to know when your PSAs are running.

Step 9: Evaluate the Impact of Your PSA Campaign

If your contact is able to provide you with specific placement information, like a television time slot when the PSA will air (e.g., the day of the week and hour of placement), encourage the public service or community affairs director to share that information .

Plan to track the placement of your PSAs. This is important information to share within your organization as well as with MENTOR and other mentoring organizations.

Consider monitoring the effect these announcements have on public awareness of mentoring in your community.

Tracking PSAs can be challenging. Media outlets often use PSAs as “filler,” running them when a paid spot is unexpectedly cancelled or during time periods that have not been claimed by advertisers. And because it is impossible to control the time or frequency of your PSA placements, as you can with paid spots, the number of families who will see and respond to your announcements will not be as large as with a paid advertising effort.

Do your best to keep track of where and when your PSAs are running to help plan for future campaigns. There are two ways you can track the success of your effort. First, you can identify

any increase in the number of calls the hotline receives or hits your Web site tallies during the period when the PSAs run. Second, you can try to discern the number of media impressions the PSA received.

Hotline Calls and Web site Hits: Tracking the change in the number of calls to your state or local hotline, or the number of hits to your Web site, is the simplest and most direct measure of the results of your PSA campaign. Since the hotline number and/or Web site URL are promoted in your PSAs, there may be an increase in the number of people who call this number or go to the Web site for information about mentoring and/or how to become a mentor during the time period the PSAs air. Compare the number of calls and/or Web site hits received during this period with the volume in the weeks before and after the effort.

Media Impressions: The number of people who potentially saw or will see the PSA is measured through media impressions. You can try to collect this information by asking the stations that aired the PSAs what the audience size was during the times that the spots aired. While some stations may not have this information readily available, it is useful when you are able to collect it. You can find out more about the media impressions for the time period when your PSAs run by contacting the outlet's advertising or sales department.

PSAs Should Inspire Action

Each PSA you place should include an action step—an activity for readers, listeners, or viewers to do after being exposed to the message.

Once your PSAs begin running, tabulate the number of phone calls and/or Web site hits that come in. You can use this information to evaluate the impact your announcement is having on your target audience.

Step 10: Share and Build on the Results

MENTOR, as well as other state and local mentoring organizations, will be interested in learning about the impact of your PSA effort. Compile your evaluation findings into a memo or presentation. If your campaign was particularly effective, you should share this information with the media outlets that aired or printed your PSA. Be sure to thank the community affairs and public service directors at the media outlets that used your PSAs.

Based on the success of your PSA campaign, you may want to consider taking this media relationship to a new level—a media partnership.

Timeline for Planning a PSA Campaign

Ideally, begin your PSA-distribution effort at least three months before your outreach activities begin. If your timeline is shorter, consider customizing and pitching PSAs that require less lead time, like newspaper classifieds, and community calendar listings.

We encourage you to place PSAs in advance of any significant events or campaign dates. By coordinating media, business, and organizational outreach efforts with advertising and PSA placements, your message is more likely to reach your targeted audiences.

The following are some key activities and benchmarks in an effective PSA distribution effort.

Twelve weeks before outreach activities

- › Research television and newspaper outlets in your area. Learn about the audiences they reach and their community affairs work.
- › Customize the template *Frequently Asked Questions (FAQs) for Spokespersons* (see *Templates* section) to help your organization and media spokesperson throughout the campaign.
- › Compile a media list of the television and newspaper community affairs professionals you will contact to pitch your PSAs.
- › Customize all television and print PSAs. Classifieds and community calendar listings should be customized three to four weeks before outreach activities begin.
- › Customize the template pitch materials, including the pitch memo, the fact sheet on your organization, and any other pertinent fact sheets or materials.
- › Begin making preliminary calls to media outlets to confirm your contacts and lay the groundwork for your PSA pitch.
- › Determine whether you will evaluate your PSA effort by collecting hotline or Web site data or media impressions.

Ten weeks before outreach activities

- › Train a spokesperson to respond to media questions using the *Talking Points for Spokespersons* and *FAQs* (see *Templates* section).
- › Tailor templates and collate your PSA pitch kits, including the pitch letter, fact sheets, tapes (television), DVDs, scripts or print ads.

- › Complete your media list and call all contacts.

Nine weeks before outreach activities

- › Distribute PSA pitch kits, tapes, and/or DVDs.
- › Confirm arrangements with the hotline or Web site manager to collect information before, during, and after the PSA campaign.

Eight weeks before outreach activities

- › Make pitch calls. Follow-up with the media contacts you spoke with before sending your PSA kit, as well as new contacts.
- › Begin to secure PSA placements.
- › Send additional PSAs to contacts as needed.
- › Respond to requests from media contacts as well as requests for media interviews.

Six to seven weeks before outreach activities

- › Continue to call and confirm PSA placement commitments.

Three to four weeks before outreach activities

- › Customize and distribute community calendar listings and classifieds.
- › Pitch these PSAs and confirm placements with newspapers and television stations if they have a community calendar segment.

During the PSA campaign

- › Monitor local media outlets for PSA use.

Weeks following your PSA campaign

- › Monitor the impact of your PSAs. Count the number of hotline calls or Web site hits and compare totals from the weeks before and after the campaign.
- › Share the results of your effort with your organization (and the *Mentoring Partnership* network) and media contacts.
- › Send thank-you notes to the community affairs and public service directors at the media outlets that ran your PSAs.
- › Explore future partnerships with media outlets that used your PSAs.

Go to the Next Level: Building a Media Partnership

If you have developed a positive rapport with a media outlet, you might want to consider broadening this relationship into a long-lasting dynamic media partnership.

Besides placing PSAs, there are many ways to include local newspaper, television and radio outlets in your mentoring outreach work. Consider pitching the following ideas to the public service or community affairs directors:

- › **Web site content:** More and more these days, people are relying on the Internet for information. Provide media outlets with content or links to sites, like that of MENTOR, as well as links to your organization's site.
- › **Spokespersons:** A television or radio station might provide a media personality to participate in your mentoring events, or the community affairs staff might include your spokesperson on a public affairs program to discuss the benefits of mentoring and how people can find information about becoming mentors.
- › **Community activities:** A media outlet might participate in your mentoring outreach events as a sponsor (by offering free publicity) or with their own information booth. A television or radio station might set up live "remotes" or reports from this event.
- › **Media advisory committee:** Recruit the experts on media outreach. Representatives from media outlets and/or marketing companies might donate their time and expertise as you plan your media outreach strategy.

MENTOR Go! PSAs

MENTOR is pleased to make these ads available to you for placement on your local television affiliates. Please note that the final frame of the broadcast ad showcases the logos of the three National Mentoring Month partner organizations. This can be localized by your organization by inserting your own logo and URL. These high-quality materials are available free of charge, upon request from MENTOR's marketing and communications department.

To request a professional copy suitable for broadcast or a high-resolution copy for print placements, please contact MENTOR's marketing and communications department at 703-224-2244 or 2211.

30-second Broadcast PSA Script

Spoken by George Lopez (actor/comedian), Susan Essman (actress/comedian), Cheryl Hines (actress), Bob Costas (sportscaster/author), Oscar De La Hoya (boxer/promoter), Dan Marino (football), and Dominic West (actor).

Where would you be? Where would you be? Where would YOU be without the people who taught you, who believed in you, who helped you get where YOU ARE?

Now, you can help a young person get where they want to be. By getting online and getting the 411, on how to be a mentor. Be a mentor! Here is where to go to get started:

www.mentoring.org Go to mentoring dot org. Go ahead, go there! Go ahead, go there!

It's the right place to start. Because what they need the most might just be you.

Go!

Print PSAs

There are two versions of the PSA for print media featuring D.L. Hughley (comedian), and Shane Mosley (boxer).

The print PSAs which can be placed in your local newspapers, Web sites, publications, and any other print outlets can be localized as well. While it is not possible to customize the artwork of the print ad by removing any of the text, including the URL, additional text can be added by making the white margins wider and the photo can be changed to a local spokesperson via file manipulation.





Community and State Press Fact Sheet

[ADD LOCAL AND STATE INFORMATION HERE]

Community Calendar/Classifieds Cover Letter and Listing

[DATE]

Dear Community Calendar/Classifieds Editor,

There are more than (# OF CHILDREN) children in need of a mentor within [STATE]. These children remain at risk – of not completing their education, giving into to drugs and violence, failing to realize their true potential – because they lack a caring adult in their lives.

Together, we can spread the word, seek new mentor volunteers, and place children with mentoring relationships.. Please include the following listing in your community calendar or classified advertising section. If you have any questions about our program, please call me at [LOCAL NUMBER].

Thank you for your consideration.

[CONTACT]

[ORGANIZATION NAME]

Event-Specific Community Calendar Listing

MENTORS WANTED FOR [CITY/STATE'S] YOUTH!

Thousands of [STATE/CITY] kids need or want a mentor. Your child could be one of them or you may have what it takes to become a mentor yourself. Learn more about mentoring and [PROGRAM] on [DATE] at [LOCATION] from [TIME]. Help children and help yourself!

General Classifieds Listing

MENTORS WANTED!

Thousands of [STATE/CITY] kids need or want a mentor. Your child could be one of them or you may have what it takes to become a mentor yourself. Learn more about mentoring and [PROGRAM] by going to [PROGRAM URL] or www.mentoring.org.



PSA Pitch Memo

Memorandum

TO:

FROM:

DATE:

RE: [MEDIA OUTLET] and Mentoring [STATE/CITY]'s Children in Need

Did you know there are more than [# CHILDREN IN NEED OF A MENTOR] children in [STATE/CITY] who need or want a caring adult in their lives? These kids are your potential customers and employees, your neighbors and friends. But without the help of a mentor in their lives, many of these young people remain at risk of not completing their education, giving into the temptation of drugs and violence, and failing to take their places as productive future citizens.

This is where we come in. [ORGANIZATION NAME] is working with MENTOR/National Mentoring Partnership to expand the power of mentoring to the thousands of young Americans in our community who want or need adult role models.

[ORGANIZATION NAME] provides [speak to program services]

Parents throughout [STATE/CITY] trust [MEDIA OUTLET] as a source for valuable news and community action updates.. I am writing with the hope that [MEDIA OUTLET] will consider running public service announcements alerting families to the [FREE] assistance available through [ORGANIZATION] and its need for volunteer mentors.

Enclosed you will find [LIST TYPE OF PSAs ENCLOSED]. These PSAs include a strong call-to-action to the residents of [CITY/STATE], including:

- › Program name
- › Web site URL

Even as the number of formal mentoring relationship grows more needs to be done. I would like the opportunity to discuss solutions and how [MEDIA OUTLET] can get involved in mentoring outreach activities throughout [STATE/CITY]. Enclosed you will find additional information about our efforts. I will follow up with you in the next few days. In the meantime, if you have any questions, please do not hesitate to contact me at [PHONE] or via e-mail at [E-MAIL ADDRESS].

Talking Points for Spokespersons and PSA Pitching

If you have identified an effective spokesperson for your mentoring efforts in your state or community, provide them with the following talking points to reinforce the core messages of your outreach effort and PSA campaign. Customize these talking points with state-, local-, or organization-specific program information, statistics and anecdotes.

- › Fully half of the population of America’s young people—15-million—could especially benefit from having a mentor.
- › Fortunately, three-million young people are already reaping the benefits of mentoring through formal, high-quality relationships with caring adults.
- › But that leaves 15-million children who still need mentors.
- › So why are we doing this? Because by matching young people in need or want of a caring adult mentor, they have a better chance of completing their education, resisting the temptation of drugs and violence, and succeeding in taking their places as the productive citizens for the future.
- › With this nationwide campaign, we hope to raise awareness about mentoring and recruit more responsible, caring adults to help guide these young people as they make their way in the world.
- › To find out more information from the nation’s most comprehensive resource on mentoring, visit MENTOR at www.mentoring.org.

Frequently Asked Questions (FAQs) for Spokespersons

1. What is the need for mentoring?

Mentoring is a powerful tool for helping children succeed in life. Although nearly 15-million young Americans need or want a mentor, only about three million are in formal, high-quality mentoring relationships. That means nearly 15-million young people still need caring adult mentors in their lives.

At MENTOR, our mission is to expand the power of mentoring to the millions of young Americans who want or need adult role models.

2. Who is MENTOR?

MENTOR is the national advocate and expert resource for mentoring. MENTOR works in concert with a nationwide network of *Mentoring Partnerships* who, in turn, work with the thousands of direct-service organizations that formally match and oversee the mentor-mentee pairs.

3. What does MENTOR do?

MENTOR delivers the research, policy recommendations, and practical performance tools and training needed to help make quality mentoring a reality for more of America's young people.

4. How MENTOR does what it does?

MENTOR—in collaboration with a forum of the nation's foremost experts on mentoring as well as program leaders nationwide—shares information, national standards, and best practices so that the mentoring community can work effectively and efficiently.

5. Has there been progress?

MENTOR has helped fuel a six-fold increase in the number of formal mentoring relations—from 500,000 in 1990 to three million today.

6. How did MENTOR get started?

MENTOR was founded by financiers and philanthropists Geoffrey T. Boisi and Raymond G. Chambers in 1990. In conversations with young people across the country, they discovered that many young people felt:

- › No one cared about them. And the lack of caring adults in their lives sent these young people the message that they just didn't matter.
- › They were cut off from our economic system. These young people felt the opportunities that many of us take for granted were out of their grasp.

Boisi and Chambers both agreed that a generation at risk is a nation at risk. They also agreed that a lack of caring adult role models to guide and support young people was at the heart of the

TEMPLATE



problem. In their quest to connect as many young Americans with mentors as possible, Boisi and Chambers not only created MENTOR, they galvanized the country and launched the national youth mentoring movement.

7. How can people help?

It will take a concerted effort by all sectors to close the “mentoring gap” of nearly 15-million children in need of a mentor. Acting alone, none of us can address the mentoring needs of America’s young people, but together—working in partnership—we can. To get involved, contact staff at www.mentoring.org

Use this template for developing a local and state version as well.

Media Contact Log

Outlet	Media Type	Contact Name	Address	E-mail	Frequency of Publication	Circulation
Date of Contact		Notes				
		Be sure to find out the preferred method of contact (phone, e-mail, personal)				
Outlet	Media Type	Contact Name	Address	E-mail	Frequency of Publication	Circulation
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