REACH OUT TO LOCAL MEDIA:

You can use & customize the press release template below to reach out to local and regional media outlets to gain traction and celebrate your work during National Mentoring Month.

CLICK HERE FOR PRESS RELEASE TEMPLATE

- Track media outlets that cover mentoring stories and feature articles in support of youth success.
  Ex. Google search “mentoring” + [outlet name] to see which reporters have public contact information

- Send a social media message to reporters who are interested in writing about mentoring and youth.
  Ex. Thanks for this great article on mentoring [reporter]! I’d love to connect with you to share more about our work at [organization name]

  Suggestions:
  The New York Times (freelancers):
    Alix Strauss – alixtjof@aol.com
    Lizz Schumer – lizz.schumer@hearst.com
  The Denver Post:
    Jon Murray – jmurray@denverpost.com
  The Seattle Times:
    Gregory Scruggs (freelancer) – gregory.scruggs@gmail.com
  The Baltimore Sun:
    Dan Rodricks – dan.rodricks@baltsun.com
  The Charlotte Observer:
    Devna Bose – dbose@charlotteobserver.com

- Write an op-ed/press release on mentoring and submit to several local/regional outlets.
  Ex. Pick a relevant topic that ties into the current local mentoring/ youth landscape to appeal to the outlet

- Ask your local/regional outlet for donated airtime or print-ad space for use during National Mentoring Month.
  Ex. Come up with creative copy on a relevant topic, highlight an event you’re doing to discuss on air, or generally discuss why mentors support healthy communities

- Invite media contacts to any special (virtual) events or activations you are hosting in the local community.
  Ex. Gaining coverage for special events will provide an opportunity to elevate mentoring and volunteer recruitment!