

# PUBLICIZING YOUR EVENT

The following material will help you prepare information for the media on World Mental Health Day 2002. We are providing you with sample letters and tips on how to understand and work with the mass media. By establishing and maintaining good working relationships with your local media, you will ensure that mental health issues are covered with accuracy and sensitivity.

## I. Understanding the News Media

The three most important elements in a good story are action, people and substance. Match the media's needs with your message and ensure that the information is provided to them in a timely manner. In order to develop appropriate media activities and messages, ask yourself:

- What goal(s) do you want to accomplish in your WMHDAY event?
- Who is your target population?
- What messages must be developed and conveyed to influence your target audience to make the desired changes?
- What role do you want the community at large to have?
- What types of media outreach would be efficient and cost effective for accomplishing the above?

## II. Tips for Success

- Look for ways to tie your local event in with a national observance or campaign.
- Remember to provide information in a way that the general public will understand. Avoid using professional terms that may be confusing to your audience.
- Know facts about WMHDAY and the year's theme and have them readily available to discuss and FAX to the reporter or other interested parties.
- Consider having a radio or TV station co-sponsor your event, which would highlight the station's commitment to the community and generate free publicity for your event.
- Use the WMHDAY Theme to attract both media and public attention. Use it on all publicity related material, from invitations to fax sheets, letterhead, media kits and banners.
- Keep in touch with your media contacts even after the event is over. Thank them for covering your story. Keep them informed of new issues and new information. Remember, you are trying to build long-term relationships with the media, making their job easier by keeping them up-to-date.

## SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact Name:

Phone:

Email:

World Mental Health Day is October 10<sup>th</sup>

Name of Town, Country (date, 2002) The World Federation for Mental Health has announced that the 2002 World Mental Health Day Campaign will focus on the effects of trauma and violence on children and adolescents. “The adult world is far from the goal of a world free from violence and trauma against its youngest citizens. In recognition of the start that has been made and all that still needs to be done, this year - the World Federation would like to bring further attention to this very serious international topic,” stated Pirkko Lahti, WFMH Board President.

UNICEF stated in their report, *The State of the World's Children 2001*, that 2 million children were killed, 6 million were seriously injured or permanently disabled, and 12 million were left homeless. The World Health Organization states that 40 million children, under the age of 15, are subject to abuse and neglect every year. The [organizations name] recognizes that there is a great need to draw attention to the plight of our children.

On [date of local event] the [organization name] will hold an event to help educate the public on the effects of trauma and violence on children. [More info on event and your organization].

World Mental Health Day is a major campaign of the World Federation for Mental Health – a non-profit, international organization. The primary focus of the WFMH is education and advocacy in mental health. For more information on this project and the WFMH, please go to [www.wfmh.org](http://www.wfmh.org).

## SAMPLE MEDIA ALERT

Contact:  
Phone:  
Email:

(Name of Town) to hold (Name of Event)  
World Mental Health Day is October 10<sup>th</sup>, 2002

### WHAT:

October 10<sup>th</sup>, 2002, marks the international day of mental health. The World Federation for Mental Health has designated this year's World Mental Health Day theme to be "The Effects of Trauma and Violence on Children and Adolescents". At [your event], [your keynote speaker or special speaker] will address the concern of violence and trauma against our children in [your town or city or country].

### WHO:

Host: [your organizations name]  
Keynote Speakers: [list important speakers – name and titles]  
Master of Ceremonies: [name of president or executive director of your organization]

### WHEN AND WHERE:

[date and time]  
[location – street address, phone]

### PROGRAM:

The [name of organization] will kick-off its WMHDAY Celebration Event with a program focusing on [theme of your event]. This initiative aims to educate and empower the citizens of [area]. In addition to [keynote speakers name] address, we will [list other noteworthy parts of the program].