

ENGAGING WITH THE MEDIA

Engaging with the local media is a great, cost-effective way for your message to reach outside of your regular customer base. Creating awareness through the local newspapers, radio, and television can rapidly grow a movement throughout an entire community. Engaging with your local media is not as daunting as it may seem and is a persuasive medium to gain the attention of elected officials. It can also have exponential impact as local media channels can spread throughout larger outlets and reach an even greater audience.

Interviews

Interviews with reporters have proven to be very effective in creating greater awareness of what this legislation will provide and how beneficial it will be to those who choose custom breast prostheses. Congressional offices pay close attention to these stories and often times reach out to providers after seeing the story.

Social Media

Encourage your friends to support this issue by sharing "Calls-to-Action" and important updates by the Let Her Decide team. Follow us (and invite your friends!) on Facebook and Twitter for action items and content to create awareness for this important campaign! Posting a personal experience that is relatable to many will generally drive more impressions.

Op-Ed Pieces

Much like a letter to the editor, these act as opinion pieces from writers outside of the organization and usually allow for a greater word limit. These are typically accepted when created by the organization's executives and thought leaders. For a business owner, clinician, or non-profit, this is a great media tool!

Letters to the Editor

Writing a short letter to the editor of your local newspaper outlining the need for this legislation is another way to speak directly to the community. These pieces are typically between 200-500 words, depending on the publication, and submission forms are typically found on the publication's website!

Tell your story with the five principles:

1. Use the resources in this toolkit to give to the news organization to educate and spark interest on the issue. You are "selling" a story and a cause to the news!
2. Relay the story in a clear, concise way to educate the public who may not understand the issue. Limit the use of acronyms and explain clinical references in a simple way.
3. Explain the ultimate impacts to the individuals who would benefit from this legislation.
4. Solidify the final call-to-action and encourage viewers to contact Congress to support this issue.
5. Providers should share media coverage on their social media pages, send links and newspaper clippings directly to their elected officials, and ask to schedule a call to discuss the story.

Follow us on social media and invite others, too!



@LetHerDecide



@LetHerDecide