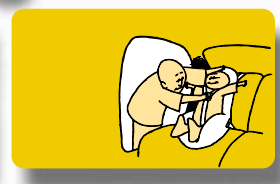
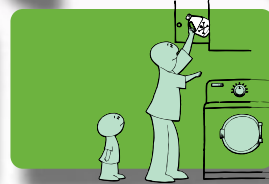
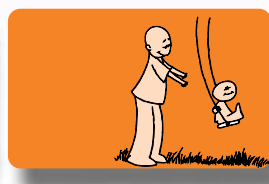
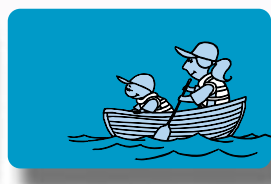
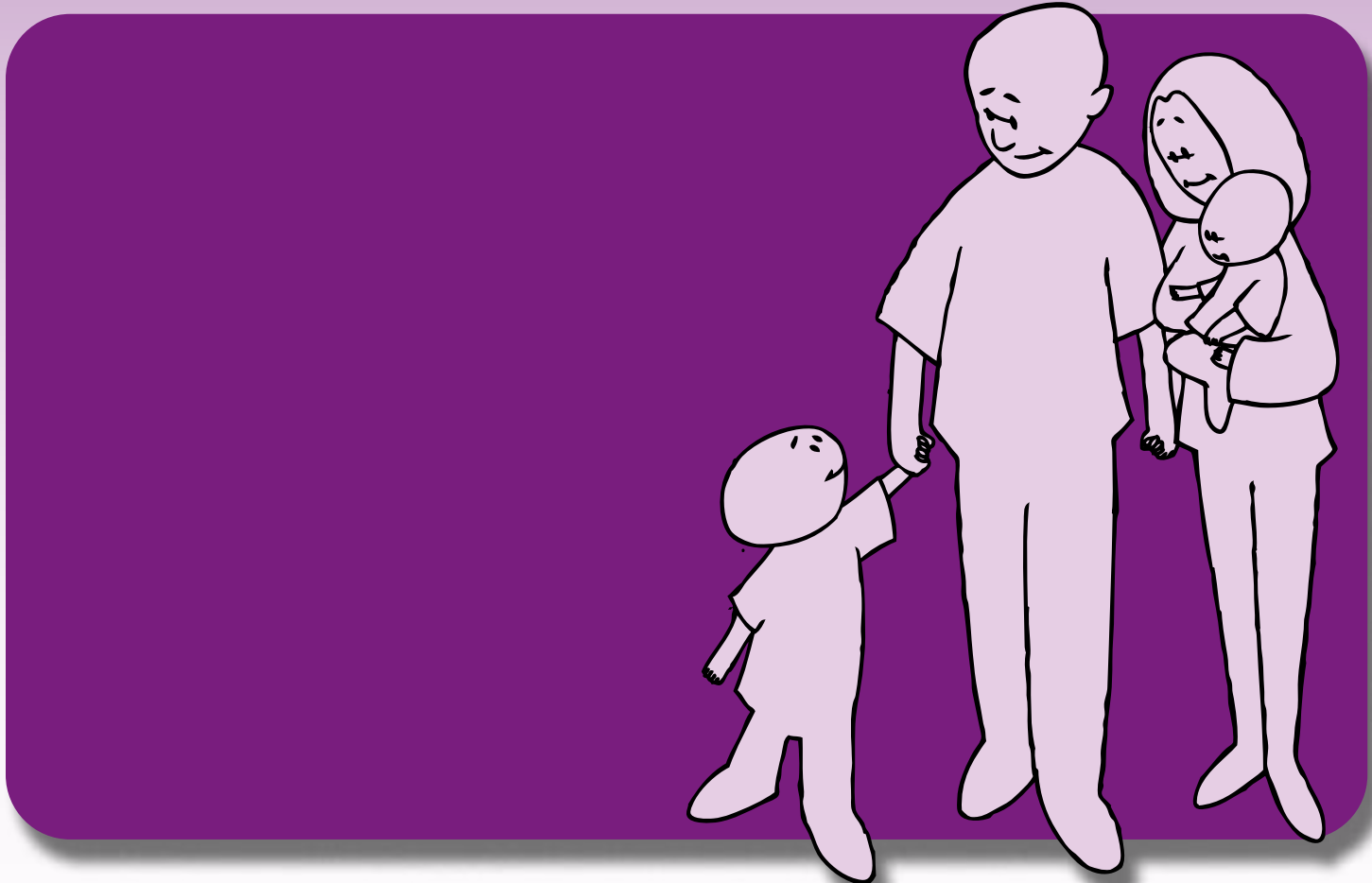




# Media Outreach Guide



**Protect the Ones You Love** Child Injuries Are Preventable

### ***Protect the Ones You Love Approvals Process***

The Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Division of Unintentional Injury Prevention, requests courtesy notice of items that reference *Protect the Ones You Love* before they are released. This includes

- Print materials such as press releases, flyers, fact sheets, or Op-Eds;
- Electronic and broadcast materials, including radio announcements; and
- Public service announcements, website content, or documentary materials.

Please contact CDC-INFO ([cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov)), referencing *Protect the Ones You Love* to submit courtesy notices or for further information.

### ***Terms of Use for Protect the Ones You Love Materials:***

The information contained in materials published by the Centers for Disease Control and Prevention's (CDC) National Center for Injury Prevention and Control (NCIPC) is in the public domain. No further permission is required to reproduce or reprint the information in whole or in part. Individuals or organizations that reproduce information from CDC, NCIPC, should cite the National Center for Injury Prevention and Control (NCIPC), Centers for Disease Control and Prevention (CDC), US Department of Health and Human Services (HHS) as the source. This applies to both printed publications and online documents. No changes, including additions or deletions, may be made in the content of the materials. Neither *Protect the Ones You Love* materials nor any CDC Internet links may be used in any product endorsement or advertising.

Use of trade names and commercial sources does not imply endorsement by the Centers for Disease Control and Prevention or the US Department of Health and Human Services.



**A primer on using the  
media to raise awareness  
about preventing child  
injury by protecting the  
ones you love**

# Table of Contents

## Section 1

### **Basic Media Relations: Building Publicity** **2**

What is Media Relations?	2
What are the Benefits of Engaging the Media?	2
How Do You Get The Media Interested?	3
Understanding the Diverse Roles of Media Professionals	3
Who's Who in Print and Broadcast Media	4
Making the Right Connections	5
Media Contact List	5
How to Make Contact: Action Steps	5
Your Media Contact Checklist:	6

## Section 2

### **Publicity Tools, Samples, and Checklists** **8**

Writing for the Media: Know Your Audience	8
Putting Together a Press Kit	9
Press Releases — Fundamentally Important Outreach Tools	10
Creating an Email-ready Press Release	11
Sample Local/Community Press Release	12
Creating a Media Advisory/Photo Opportunity	13
Media Advisory Local/Community Template	14

## Section 3

### **Communication Tools** **15**

Fact Sheets	16
Letter to the Editor (LTE)	16
Opinion Editorial	16
Talking Points	16
Sample Fact Sheet	17
Awaiting Client's Final Approval	17
Awaiting Client's Final Approval	18
Letter to the Editor Template	19
Opinion-Editorial Template	20
Your Media Materials Checklist	22

## Section 4

### **Media Spokespersons: Creating Voices** 23

Selecting Media Spokespersons	23
Training Checklist	23
Pitching Your Story	25
Preparing a Pitch	26
Making a Verbal Pitch	26
Writing a Pitch Letter	27
Pitch Letter Template (Tailored)	28
Preparing for the Interview	29
Lights, Camera, and Action	29
Checklist: Are You Ready to Introduce the Initiative to the Media?	30

## Section 5

### **Monitoring Your Media Coverage** 31

Recording Media Impressions	31
Recording Radio Media Impressions	32
Recording Television Media Impressions	33
Recording Collateral Media Impressions	33
Glossary of Media Terms	34



## Section 1

# Basic Media Relations: Building Publicity

One of the most effective ways to raise awareness about the importance of preventing child injury as part of the Protect the Ones You Love initiative is to work with the media. Media representatives are vital partners that can help raise awareness and knowledge of an issue. In many cases, they are the single most effective mode for delivering key messages to targeted populations.

Getting access to the media is a daunting task with so many organizations vying for publicity from media outlets. What can you do to help create the coverage that will bring the information about protecting children from child injury to the forefront in your community's news? You can start by practicing proven media relations strategies. This Media Outreach Guide and its components will provide step-by-step instructions for developing a media initiative and stimulating the public's interest in learning what they can do to protect the children they love.

## What is Media Relations?

Media relations is, simply put, building relationships and working with newsmakers (for example, print and television journalists) to seek publicity for your issue, program, or event. As you begin to reach out to the media contacts in your community, you'll start learning how they can play a vital role in getting the word out about your initiative or event. As a child injury prevention advocate in your community, it's your responsibility to let the media know when you have a story that would make good news. You'll excel in media relations as members of the media come to know you as a responsive, reliable, and credible information source.

## What are the Benefits of Engaging the Media?

There are many benefits of working with the media to get the word out about your efforts to protect child health and safety. Media coverage will help you make the most of the initiative's resources. The news media reach more individuals than a single, paid advertisement, and the media can be your most efficient way to get information to the largest audience possible in the least amount of time.

### Consider that:

- If a newspaper, for example, publishes one story about your community's child injury prevention activities, you've "earned" media. "Earned media" costs you absolutely nothing but the time it takes to create and share information with your media contacts.

- By comparison, a paid advertisement could have cost you several thousands of dollars and may not have reached as many people in your target audience.

Earned media, or free coverage, is obtained by having good media relations strategies and securing the media's interest in the activities you are doing, or the "story" you are trying to tell the public.

## How Do You Get The Media Interested?

Materials, like press releases and press kits, are important—but it takes more than press materials to generate media interest and excitement. Just because a journalist finds your initiative interesting, that doesn't ensure that he or she will conduct an interview, write a story, or film an event you're having and show it on the evening news. Ensuring coverage requires pitching story angles and following up with persistence.

**Consider the following suggestions that can help the media view you as a very valuable resource:**

- Provide useful, timely, and accurate information that could be used in general news stories or in-depth feature pieces.
  - Offer statistics (local if possible) that can help show proof of the burden of the problem. For example, share local statistics on how many children are hospitalized each year as a result of motor vehicle crashes.
  - Localize your story. Show how improving child safety and reducing the burden of injury can help and improve your community.
- Provide human-interest story ideas. For example, offer reporters opportunities to interview the parent of a child who was injured in a motor vehicle crash.

## Understanding the Diverse Roles of Media Professionals

Once you have thought of the story you want to tell the media, you need to decide what media sources to reach with your story ideas. Some organizations send press releases to every broadcaster and newspaper in their communities. One tip: you're likely to have greater success if you specifically reach out to the news professionals whose papers and programs reach your target audience.

Over time, you'll begin to understand that your media contacts may vary from story to story. It will require some research to determine the right person, or people, to contact at different media outlets. With print media, like newspapers, you may work with general assignment reporters, reporters assigned to "beats" (or topics of interest, such as lifestyle or health, etc.), or section editors. For radio, you may want to reach the news director or the general manager, depending on the size of the station's staff. In television, you may work with the public service director, health segment reporter or producer, field reporter, news anchor, or general manager. You can always pitch several different story angles to various editors, reporters, and producers based on their beats. You don't have to reach just one person at each outlet with one story.

To help you get started, the following is a tip sheet for print and broadcast media that can help you make the right contacts.

## Who's Who in Print and Broadcast Media

<b>Position</b>	<b>Responsibilities</b>
<b>Assignment Editor</b>	Coordinates the day-to-day assignment of stories and manages random calls to the newsroom.
<b>Calendar Editor</b>	Organizes community event listings and announcements. Calendar listings are good sources of free publicity for events that are open to the public. Typically calendar editors are contacts within magazine and newspaper outlets, but they also can be found within radio and TV stations.
<b>City Desk Editor</b>	Handle news assignments for urban areas.
<b>Editor</b>	Assigns stories at newspapers and magazines. Most assign editors to specific sections, such as education, health, entertainment, and lifestyle.
<b>Freelance Writer or Photographer</b>	Writes and produces news stories or takes photographs for a variety of media outlets without being employed by a single organization. Many editors and TV producers have a regular group of freelancers that they work with often.
<b>General Manager</b>	Manages and directs the operations of the entire TV or radio station, ranging from advertising to news and program production.
<b>Managing Editor</b>	Manages the section editors and operations of the whole newspaper.
<b>Producer</b>	Researches, writes, and edits news stories and oversees camera crew for broadcast stories. In network news, this person works closely with reporters, and in some cases does much of the work to create a story. (At local stations, news reporters are responsible for this process themselves.) Producers also decide which stories appear on the news and in what order.
<b>Promotions Director</b>	Develops media sponsorships and partnerships to promote the station's charitable commitment and positive image.
<b>Public or Community Affairs Director</b>	Oversees the airing of PSAs and general community relations, such as arranging newsroom tours. In some cases, this person also handles media sponsorships.
<b>Reporter</b>	Conducts interviews and writes stories for newspapers and magazines. Broadcast reporters deliver stories on the air.

## Making the Right Connections

There is a great variety of media sources, including:

- Daily and weekly newspapers
- Radio stations aimed at specific age groups
- TV stations broadcasting in different languages

To identify the media contacts you'll want to reach with information about your child injury prevention activities, begin by identifying and prioritizing your best media prospects. For instance, you may want to get messages about the importance of child safety seats to parents of young children. To do so, you'll want to think carefully about all of the different sources of news in your community and determine where parents turn for information.

## Media Contact List

Once you have identified the media that you want to reach, create a detailed media contact list or database. An up-to-date contact list is an invaluable tool, because media professionals often change beats and positions. Keep notes next to each contact's name to help identify specific issues that reporter likes to cover.

**For each media professional, you should have the following information:**

- Name
- Media affiliation (for example, The Miami Herald or The Boston Globe)
- Job Title (for example, Healthy Living section reporter)
- Phone number (office and cell)

- Email address
- Mailing address
- Beat or topic of interest
- Date of last contact
- Articles that have generated from contact

It's best to update your contact list at least twice a year to keep it current. Often, when a reporter you have built a relationship with is planning to change positions, he or she will let you know before the change. You can always make contact with a station or a publication's office and request updated information.

## How to Make Contact: Action Steps

- 1. Call the Reporter:** Introduce yourself, and state why you're making contact. Ask the reporter if he or she is on deadline. If so, find a time to call back.
- 2. Have a Good Story:** Plan out what you want to tell the reporter carefully. You should know your topic well and be ready to answer any questions.
- 3. Plan a Good Strategy:** Don't use the same news angle or story for every media outlet. Tailor your pitch to that specific media outlet or reporter. Provide new and fresh ideas about your activities and events related to the preventing child injury.
- 4. Be Ready to Respond:** When local or national stories break on child injury of any kind, consider writing an opinion piece on the importance of prevention in your community.
- 5. Keep Your Word:** Building a good reputation with media professionals is really important. If you promised that you would follow up with a reporter



with local statistics, for example, keep your word and keep his or her deadline in mind. Also, keep business cards on hand when you see reporters, and constantly remind them that you're a source of information for future stories.

- 6. Send a thank you note:** Whether by mail or by email, express thanks when a reporter covers your story.

Some journalists prefer talking on the telephone, while others are comfortable receiving information via e-mail. You'll learn how to best communicate with different media professionals as you build working relationships with them.

## Your Media Contact Checklist:

To wrap up Section 1, refer to the following checklist each time you prepare to reach out to the media and see if your answer to each question is "yes":

- Have you thoroughly outlined ways that you can create newsworthy events that highlight the importance of preventing child injury?
- Are you ready to offer local or regional news angles and background information for stories on child injury and prevention tips?
- Are you prepared to respond to news stories about child injury when they break, such as stories about a local child involved in a drowning or a motor vehicle crash?
- Before you call a reporter, do you check your media contact list to make sure you are reaching out to the right person?
- Have you practiced your telephone or personal approach to media representatives so that you can be brief and have information that can help reporters make sense of the issue(s)?
- Before you email important materials to a reporter, are you sure this person likes to work with email correspondence?
- When you make follow-up calls, do you have good additional facts or a new story angle to encourage journalists to cover your event?
- If a journalist agrees to do a story, are you truly prepared to answer questions and provide materials and appropriate spokespeople?



## Section 2

# Publicity Tools, Samples, and Checklists

## Writing for the Media: Know Your Audience

Now that you have a media strategy, you are ready to develop press materials for your community's initiative. When you write for the media, the key goal is to produce well-written materials with strong messages or story angles. To achieve this, write in newspaper style or use the inverted-pyramid format. Media professionals are used to reading materials that start off with the most crucial facts; namely, the "who, what, where, when, and how" information. This is followed by supporting information.

Writing in this style will help you and the media. When space- or time- is at a premium, and a news release has to be edited, chances are the last paragraphs will be cut off. By placing your most important facts near the beginning, you'll help make sure they make it into the news.

## Is Your Story Newsworthy?

In addition to producing well-organized materials, remember that your primary goal is to provide newsworthy information. When writing press materials, ask yourself, "Is this story newsworthy?" The media will cover your story or event if it looks like one of the

most important or interesting topics scheduled that day. To make your story more interesting than others you should include at least two of the following angles:

- Local interest
- New information
- Interesting personalities or important people to your community
- Hot topic
- Timing/special historical day
- Human interest

Also, be brief, accurate, and to the point. Reporters only pay attention to credible and interesting stories, and your job is to provide them with compelling facts so they can clearly see the "news." One easy way to create a news angle is to tie your story to a new statistic, local celebration, anniversary, or unique community program. Since national newspapers, as well as TV and radio stations, cover national news thoroughly, many local media outlets limit themselves to local news stories.

Localizing your press materials will increase your opportunity for story placement. News about your activities can be localized in several ways, including by state, region, or community. Once you create several local news angles, you can focus on presenting information in a way that compels the media to cover your story.

## Putting Together a Press Kit

Press materials, like press releases, media advisories, backgrounders, and fact sheets can be compiled in a folder to create a press kit. Press kits can be sent to media outlets before an event or can be distributed at press conferences. This compilation of materials also can be distributed electronically or posted on your organization's website.

The goal of a press kit is to provide background information that can help reporters develop their stories. Press kits should contain up to ten documents, including one or two press releases, a fact sheet, and biographies of spokespersons or featured speakers, among other pieces. Here are brief descriptions of the recommended components (a backgrounder and fact sheets that you can use can be found at [www.cdc.gov/safechild](http://www.cdc.gov/safechild)):

**Backgrounder/Overview:** A one-page overview that summarizes the mission and objectives.

**Fact Sheet:** A one- or two-page document that includes anecdotal and statistical information that can help reporters develop in-depth articles. Fact sheets should include short paragraphs and also reference ways to find out more information about a topic.

**Media Advisory:** This document announces an upcoming event and, like a press release, covers the “who, what, when, where, why, and how”. Media advisories serve as reminders of happenings and should be sent about twenty-four hours before an event.

**Press Release:** A press release, or news release, provides members of the media useful, accurate, and interesting information about any newsworthy activity. The first paragraph should answer all the important questions - who, what, where, when, why, and how. Typically, press releases are emailed to individuals in a media contact list. Press releases can be sent for the purposes of announcing news conferences or events. On some occasions, some or all of a press release's content will be reprinted in a news vehicle.

**Feature or Human Interest Story:** These stories are newsworthy, but are relatively timeless and can run any time. They are longer in format, which allows reporters to more thoroughly explain complex issues or state a point of view.

**Highlights of Upcoming Events:** This brief listing provides up-to-date information on programs relevant to your activities. This is usually sent to the calendar editor. Check with the media source on deadlines for submitting calendar items.

**Biographies of Spokespersons:** Biographies should include only three or four paragraphs on the event's featured speakers or media spokesperson(s).

**Photographs:** You can include a high-quality, 5 x 7, glossy black and white print, or make a note on the accompanying media advisory stating if and where electronic photographs are available. Electronic photos are ideal for small weekly, monthly, and newsletter publications. Ask the publication in advance if you can send photos electronically and, if so, in what file format they prefer. Daily publications

and large media outlets may send their own photographer or cameraperson to events.

**Quotable Quotes:** This one-pager contains a list of remarks that spokespersons or influential community leaders have made about the importance of preventing child injury. Editors can use these quotes in news stories without requesting permission. The quotes also serve as an endorsement of the initiative.

**Letters of Community Support:** Letters that endorse the Protect the Ones You Love initiative or stress the overall importance of helping ensure that children stay safe and injury-free can help reporters realize the strength of the initiative.

**Speeches:** Copies of speeches delivered by spokespersons or well-known supporters of child injury prevention efforts may increase the opportunity for news coverage.

## Press Releases — Fundamentally Important Outreach Tools

A press release is the most efficient and economical way to attract media attention. Press releases have an established format. A template that you can follow is included on page 12. To help you develop your own press releases, keep these basic format guidelines in mind:

### 1. Date Instructions:

- “For Immediate Release”
- “For Release Before [date]”
- “For Release After [date]”
- “Embargoed Until [date]”

### 2. Use one of the latter three if your press release is of a time sensitive nature:

For example, if you are holding an event, you will want to use the “For Release Before [date]” and make sure you include the date for event registration. Also, ensure that you are sensitive to media deadlines and send your release out well in advance. If you want to distribute the release early but do not want it to be published until a later date, be sure to indicate that at the top of the release with “For Release After [date]” or “Embargoed Until [date]”. For example, “Embargoed Until 11 a.m. EST, Wednesday, July 23.” Receiving the embargoed press release gives reporters a heads-up on upcoming news that allows them to develop a longer, in-depth news story or feature piece by a certain date.

### 3. Headline:

Write an attention-grabbing headline. Make it benefits-oriented (explain why it would be of interest to the local community) and descriptive.

### 4. Contact Information:

Include as much information as possible here. Make it easy for the media to contact you. Include your office phone number, cell phone number (if you have one), address, company name, fax number, e-mail address, and website URL. Include the hours you are available at the listed phone number(s).

### 5. Content:

This is the meat of your press release. Again, be brief, accurate, and to the point. Write a benefits-oriented story that highlights the “news” for the editor or reporter who will be reading the release. The first paragraph should answer all the important questions - who, what, where, when, why, and how. Use the “inverted pyramid format” to answer

the following questions: What is the event or news? Why is it being held? Who is involved? What is the local angle? Where is the event taking place?

- 6. Ending Your Press Release:** The end of your press release is shown by adding ### or (THE END) to the last page of the release. If the release is more than one page, type the word “MORE” at the bottom center of the first page.
- 7. Use Standard Newspaper Style:** Use standard newspaper style when writing your release. Keep paragraphs short with an average of four to five lines or 60 words. Avoid jargon. Instead, use layman’s terms or easy to understand explanations.

Include: The *Protect the Ones You Love* boilerplate at the end of all press materials. The boilerplate, which is a short paragraph that provides a brief, standard overview of the initiative, reinforces the main point of the initiative. Use the following approved boilerplate in your materials:

*Protect the Ones You Love: Child Injuries Are Preventable* is a CDC initiative to raise parents’ awareness about the leading causes of child injury in the United States and how they can be prevented. Working together, we can keep our children safe and help them live to their full potential. For more information, visit [www.cdc.gov/safechild](http://www.cdc.gov/safechild), and for more about CDC’s work in injury prevention, visit [www.cdc.gov/injury](http://www.cdc.gov/injury).

## Creating an Email-ready Press Release

A talented press release writer can capture the media’s interest within a few sentences. Web experts advise that you have only 10 seconds to make your point. Here are some pointers to remember when you are writing your press release to send via the Internet or e-mail:

- Utilize the release as a teaser to entice the reporter to visit your website.
- Introduce the press release in the email subject line with information that identifies what the release is about.
- Don’t send the release as an attachment; send it to your contacts within the body of the e-mail.
- Provide a contact name, telephone number, e-mail address, and URL for additional information above the headline or at the bottom of the release.
- Use bulleted points to convey your key points.

(Source: Wilcox 2001)

## Sample Local/Community Press Release

[Place on your letterhead]

EMBARGOED UNTIL [insert date]

Date:  
Contact:  
Telephone:  
E-mail:  
Website:

### [Insert organization name] Hosts [Insert event name] as Part of Initiative to Keep Children Safe from the Leading Causes of Childhood Injury

[Insert city/state] - To encourage all Americans to protect the children they love from unintentional injury, [insert organization name], [announced/will host/organized, etc.] [insert event name]. The event will take place at [place] on [date] from [time] until [time/ a.m. or p.m.] and is open to all interested members of the public.

According to [insert your spokesperson's name], the (event/activity) is an opportunity to inform parents and caregivers in [insert city/state] about ways to prevent [drowning....], one of the leading causes of child injury in the United States.

The event is being held as part of *Protect the Ones You Love: Child Injuries Are Preventable*, a CDC initiative to raise parents' awareness about the leading causes of child injury in the United States and how they can be prevented.

Event activities will include [insert one or two lines with more details about your event/activity, if needed].

More than [statistic] U.S. children are injured each year as a result of [injury type], and [statistic] children die as a result of their injuries.

"Data show that [number] children suffer each year from injuries that could have been prevented, and some even result in death," said [insert name of organization spokesperson]. "Our goal is to reach out to our community and encourage everyone to take steps to protect the ones they love. When people know the prevention steps they can and should take to make child injury less likely, they'll be more equipped to help children live to their full potential."

For more information, go to [www.cdc.gov/safecild](http://www.cdc.gov/safecild).

###

**About the *Protect the Ones You Love: Child Injuries Are Preventable* initiative:** *Protect the Ones You Love: Child Injuries Are Preventable* is a CDC initiative to raise parents' awareness about the leading causes of child injury in the United States and how they can be prevented. Working together, we can keep our children safe and help them live to their full potential. For more information, visit [www.cdc.gov/safecild](http://www.cdc.gov/safecild), and for more about CDC's work in injury prevention, visit [www.cdc.gov/injury](http://www.cdc.gov/injury).

**Website links:** [Insert local website address] <http://www.cdc.gov/safecild>



## Creating a Media Advisory/Photo Opportunity

Similar to a press release, a media advisory is a one-page announcement informing the media of an opportunity to send a photographer or TV cameraperson to an event. A media advisory, which is sometimes called a photo op (opportunity), should be released one day before a planned event to announce that the event is occurring. It should highlight ways the media can capture the major visual elements of a newsworthy event. A media advisory should include the following information:

- Media contact;
- An appealing headline;
- Bullet points that cover the who, what, where, when, and why format;
- A sentence indicating names or titles of individuals available for photographs;
- A short paragraph with key background information or any special instructions for the media; and
- The *Protect the Ones You Love* boilerplate.

On the next page, you'll find a media advisory template to use as a guide.

## Media Advisory Local/Community Template

**[Place on your letterhead]**

FOR IMMEDIATE RELEASE

Date:  
Contact:  
Telephone:  
E-mail:  
Website:

### Action-oriented Headline Summarizing the Event

**Who:** Provide the names and titles of person who will attend the event.

**What:** Briefly describe the event.

**Where:** Provide the name of the building, suite number, street address, and city.

**When:** Include the date and time of the event.

**Why:** Explain the purpose of the event and why this news will be of interest to the local community.

**Photo Op:** Identify potential photo opportunities and highlight key spokespersons and other persons who will be available for photographs. Indicate when key persons will be available, such as before or after the event.

A short, concluding paragraph should include how the media can obtain more information about the event and the *Protect the Ones You Love* initiative.

About the *Protect the Ones You Love: Child Injuries Are Preventable* initiative:

*Protect the Ones You Love: Child Injuries Are Preventable* is a CDC initiative to raise parents' awareness about the leading causes of child injury in the United States and how they can be prevented. Working together, we can keep our children safe and help them live to their full potential. For more information, visit [www.cdc.gov/safecchild](http://www.cdc.gov/safecchild), and for more about CDC's work in injury prevention, visit [www.cdc.gov/injury](http://www.cdc.gov/injury).

## Section 3

# Communication Tools

**T**his section provides samples and templates of a fact sheet, letter to the editor, talking points, and other communication tools to help develop materials tailored for your community. The documents are designed to illustrate the appropriate format and style of particular communication tools and offer suggestions on how to customize the language for your effort. Note: All press materials should be placed on your letterhead and follow your organization's style guidelines.



## Fact Sheets

When you have a wealth of information to give the press, but a press release can only be one or two pages, how should you package the rest of your information? The answer is to create fact sheets. Fact sheets can be up to two pages and include the historical, factual, and statistical data a journalist can use to develop in-depth stories or general assignment pieces. Fact sheets should be well written with short sentences and paragraphs and wide margins. You may even want to highlight items using bullets or numbers.

## Letter to the Editor (LTE)

An LTE can be a powerful and persuasive tool in elevating the important issues of your initiative. An LTE is written to comment on a past story or to add additional information to a story, such as what an organization is doing about an issue. An LTE is often written to express opinions for or against an issue.

### Guidelines for creating an LTE:

- Check each news outlet for LTE guidelines for length and submission requirements.
- Limit letters to 200 to 300 words on one page with a hard copy signature from the author. Letters should include the logos of your organization.
- The LTE should be authored or signed by a reputable and leading participant or supporter of the initiative, such as a distinguished health care professional, or influential community partner with whom you work closely.
- Include the author's contact information or the contact information for your initiative on a separate cover page so the media representative can verify the content.

## Opinion Editorial

An Op-Ed, which literally means “opposite side editorial” page, should be written as if it were a stand-alone piece and accompanied by a pitch letter. Check with each newspaper to determine the requirements for Op-Eds. Most have word limits. The Op-Ed should be signed by a well-known community leader, decision maker, or health official. After sending the Op-Ed, follow up within three days to determine whether the piece is being considered for publication. Remember, editors may make minor revisions to the Op-Ed.

## Talking Points


Talking points are short phrases or statements that are designed to be used repeatedly in speeches, media interviews, or written correspondence. The purpose of talking points is to ensure that your representatives have coherent, unified messages to use that emphasize the same point or idea. Talking points are created primarily for internal usage and can be used by spokespersons, administrators, or supporters.

# Sample Fact Sheet

Front

## Protect the ones you love

# OVERVIEW



Every parent wants to protect their children from harm and to keep them safe. We don't want children to suffer any pain, whether it's from a common cold, a bump, or a bruise.

In an effort to raise parents' awareness about the leading causes of child injury in the United States and how they can be prevented, the Centers for Disease Control and Prevention (CDC) has launched the Protect the Ones You Love initiative.

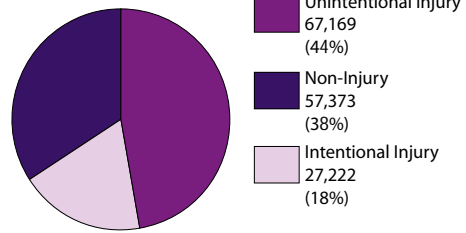
Parents can play a life-saving role in protecting children from injuries. Protect the Ones You Love is dedicated to sharing information on the steps parents can take to make a positive difference.

Many people don't realize it, but the numbers show that:

- Injuries are the leading cause of death in children ages 19 and younger.
- Each year, nearly 9.2 million children aged 0 to 19 years are seen in emergency departments for injuries, and 12,175 children die as a result of being injured.
- Injury treatment is the leading cause of medical spending for children. The estimated annual cost of unintentional child injuries in the United States is nearly \$300 billion.


It's important to take action, because most child injuries can be prevented.

### The Burden of Child Injury, Unintentional Injury Deaths Ages 1-19, United States, 2000-2005



Unintentional Injury	67,169 (44%)
Non-Injury	57,373 (38%)
Intentional Injury	27,222 (18%)

Please visit [www.cdc.gov/safekid](http://www.cdc.gov/safekid) for podcasts, tip sheets, and other information on the leading causes of child injury and steps you can take to protect the children you love.



## Child injuries are preventable

