

# Strolling Thunder

## Earned Media Overview and Tips



### Earned Media Outreach Overview and Tips

*Strolling Thunder*<sup>TM</sup> will be strengthened by your ability to capitalize on your existing relationships with reporters around the state or community and build new ones to spread the *Think Babies*<sup>TM</sup> message through state and local news outlets. Each local media market will be different, but you may find success reaching out to reporters who cover policy or politics, health, education, family, or lifestyle. Having reporters cover your event can provide the needed surround sound to reach your policymakers, further engage coalition partners, and help activate parents.

There are a few key moments when you can engage reporters:

- Announce your *Strolling Thunder* event and date to let policymakers know you are coming to them. We've included a template press release below to help you.
- Share an advisory to invite reporters to the main event.
- The second template press release is to promote your *Strolling Thunder* on the day of your event.
- Place an op-ed, potentially co-signed with a partner organization or family participating in *Strolling Thunder*. A template version is included in this toolkit. Note that this language could be repurposed into a blog post.
- Pitch families to local media outlets to share their stories. It's helpful for families to know what's expected of them when talking to reporters. We outlined some tips and message points to help you prepare them.