



## **Media Plan for 2007 NAMI Mental Health Day at the Capitol**

### **NAMI Oregon wants to achieve the following goals with their media:**

- Increase turn-out at their event
- Raise public awareness of the issue
- Influence legislators to act

### **Creating Buzz:** Media digests other media.

- Op-ed- By submitting guest opinion pieces to newspapers or blogs it creates the image that your issues are hot topics of discussion. Op-eds also give context to the media when they write their stories. A guest opinion piece to the *Oregonian* about the gravity of this issue will make it much more likely for media to cover this event.
- Blogs- Most beat writers read blogs religiously. By submitting a small article in popular blogs you will put another contact out to the media and it will help with event turnout. Blog ads can also be designed and purchased (\$350-\$500).

### **Raise Public Awareness**

Most media will plan what stories they will cover a week before air or print. Sending a "Press Advisory" a week before the event to Oregon's daily media editors will help make sure they put the event on their "story calendars." Sending out a "Press Release" to daily and weekly papers will remind them and offer more specifics.

- Daily media (radio, TV, etc...) and newspapers need to be alerted three to ten days before the event so they can put it in the "Calendar of Events" sections.

- Weeklies need to be alerted at least two days before they go to print to cover an event. In Oregon most weeklies go to print on Wednesday, so they need a press release by January 21<sup>st</sup>.
- Reminder press release will be “walked through” the Capitol media on Monday, January 29 by Political Staffer media assistant, Josh Ballch and a member of your group.
- Another “walk through” the hour before rally.

### **Event**

The goal is to get media to noon rally where there are better visuals than at the breakfast. The best clips would be lots of people, committed to community mental health, a clip from the Governor. If attendance is expected to be below 125, the rally will be moved to the Galleria. Change all copy to stay” at the Capitol’, not “on the steps of the Capitol” just in case.

OPS will work with NAMI to create the event’s “narrative” with talking points.

NAMI Spokespeople will be available after the rally to flesh out story with facts, personal stories.

Signs:

Committed to Community Mental Health- Can we print placards.

### **Media Coverage after the Event**

- Letters to editor- If possible, NAMI could ask members to write letters about their legislative visits and submit to community papers to put pressure on legislators.

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# January 2007

| SUNDAY | MONDAY  | TUESDAY                           | WEDNESDAY                           | THURSDAY | FRIDAY  | SATURDAY |
|--------|---|-----------------------------------|-------------------------------------|----------|---|----------|
|        | 1   | 2                                 | 3                                   | 4        | 5   | 6        |
| 7      | 8   | 9                                 | 10                                  | 11       | 12  | 13       |
| 14     | 15  | 16                                | 17                                  | 18       | 19  | 20       |
| 21     | 22<br>-Press Release:<br>Weeklies                   | 23<br>-Press Advisory:<br>Dailies | 24<br>-Submit Op-Ed to<br>Oregonian | 25       | 26<br>-Press Release: Dailies<br>-Submit Op-Ed to<br>Blogs<br>-(Appox Event<br>Numbers) | 27       |
| 28     | 29<br>-Capitol Media<br>Flyer/Press Release<br>Drop | 30<br>-Event                      | 31                                  |          |   |          |