

Child Abuse Prevention Month

Getting Prevention in the Papers

Don't let your local media miss out on the CAP Month prevention conversation! Sharing a story with outlets or writing to the editor of your local paper can raise awareness of abuse and neglect prevention in your own community. Here are some tips to help you get prevention in the papers:

Pitching a Story or Editorial about Prevention

- Send a press release to your local paper, radio, and TV – anyone who can tell the story – with some quotes about abuse and neglect and CAP Month, how your program is getting involved, and how abuse and neglect impact the community.
- Which reporter has the most experience in kids issues? Look at their recent stories for issues that relate to prevention – this is the person you'll want to cover the story
- Reporters will want to know: How does abuse and neglect impact your community? What are you doing to fix it? Who else can I talk to for other perspectives?

Submitting an Editorial or Letter about Prevention

- Before writing, try to sum up the purpose of your piece in one sentence – a clear argument will help you meet a paper's usually-short word limits (usually ~500 words)
- Have they recently published stories or editorials that you could relate to prevention? It can help to connect your issue to a story they're already following
- A strong op-ed or letter to the editor ends with a "Call to Action" – how do you want to call people to act in support of prevention (within your legal boundaries!)
- Check out their staff - who is the paper's editor, or who runs the editorial/opinion desk? These are the people you want to contact about submitting your piece.
- How does abuse and neglect directly impact your community? Demonstrate that in both your written piece and briefly in your email pitch to the paper's editor
- Follow-up after a week to check the status of your pitch.