



## **MAKING NEWS FOR SENSORY PROCESSING DISORDER**

### **What Worked for Us**

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Syracuse SPD-Parent Connections co-hosts

### **TIMING: NOW! Implement this plan immediately for your October event!**

**NOTE:** The following is adapted from Michele and Caryn's tips to fellow SPD-PC hosts after their own successful publicity campaign.

### **PUBLICITY PLAN**

1. Look in your city's biggest newspaper and watch/listen to your local broadcast media to identify in what section or segment news about events for families is usually published or broadcast.
2. Find out the name of the editor or producer who handles that news and call or email the organization to find their preferred contact info (usually email).
3. Email (or mail/fax, if requested) your customized version of the press release to every editor/producer.
4. Respond promptly when media contacts you for more information.
5. Identify any special-interest media in your community (e.g., parenting publications) and repeat the process with them.
6. For any questions better addressed by the STAR Institute, refer media to [Marketing@spdstar.org](mailto:Marketing@spdstar.org).

### **TIPS FOR SUCCESS**

- Insert your press release in an email rather than attaching it. Media organizations don't like to download attachments from unknown sources.
- Feel free to write a brief note before the press release, "We hope you'll publicize this important event for families in our community."
- If you're sending emails to several media at once, be sure to use the "blind copy" function so they don't know everyone else is getting it, too!

**If you have contacts within local businesses, schools, churches, organizations, or others who would publicize your event as a service to their customers/members, send the press release to them as well.**

**NEED TOOLS, TEMPLATES OR TIPS? Find them at [spdstar.org](http://spdstar.org)**