

April xx, 2002

Name
Address
City, state, zip

Dear Name:

Because of your and other Citizen Review Panel members interest in promoting the work of the panels and generating interest within your communities, we've put together a Publicity Tool Kit which you may find helpful. It contains:

- Sample news release
- Sample public service announcements
- Quotations for your use
- *Minnesota Citizen Review Panels: Reaching Out to Protect Children* fact sheet
- *Join Minnesota Citizen Review Panels* brochure
- *Minnesota Citizen's Review Panel Annual Report 1999*
- List of names and addresses of local television, radio and community newspapers in your counties.

You may want to use one or more of these tools to inform your communities of the panels' work and generate media coverage of the good work you're doing. To keep the work of the panels in people's minds throughout the year, you may also want to:

- issue news releases and public service announcements at times when they are likely to get the most play in the media, including during specialty months such as April as Child Abuse and Neglect Prevention Month and April 9-15 as Minnesota Volunteer Recognition Week
- send a pitch letter to specific reporters who cover children's issues, suggesting that the work of the panels and child abuse prevention as an issue may be subjects they would like to cover in an article, column, feature or broadcast
- establish a working relationship with one or two key reporters in your community and keep them posted on news about the panels
- talk with community members at school functions, community gatherings and other opportunities as they arise to engage people in discussions about the work of the panels and interest them in the possibility of volunteering for the panels in the future.

If you have questions about these ideas or tools, please contact one of us or Beth Voigt, Children's Services Communications, at 651/297-7717.

Sincerely,

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