

Media Outreach Timeline

Use the following schedule for contacting and following up with the local media from the weeks before the National Day of Remembrance for Aborted Children and in the days immediately following:

Thursday, August 23 through Saturday, August 25

- Build media list by outlet name, (generally within 20-50 miles of event). This would include television, radio, newspapers, and internet media, hyperlocal as well as those from the nearest major cities. See the section on [Researching the media in your area](#) for tips on how to find your local media.

Monday, August 27 through Friday, August 31

- Check media outlets for specific contacts who have covered pro-life issues, abortion stories, religion, and social issues.
- Confirm assignment desk emails and phone numbers, you may also need to find separate contacts who cover weekend news.
- Consider any final personal invites to local dignitaries in each community to come memorialize victims of abortion in their home community (i.e. local trustees, church leaders, chamber members, etc.)

Saturday, September 1 through Monday, September 3

- Begin posting online items to community boards.
- Begin posting daily items on Patch.com “boards” (or other hyperlocal online community sites) such as your personal reasons for attending National Day of Remembrance (post a different reason each day).
- Start [social media posts](#). Here are some sample posts:
 - * **Facebook:**
Everyone deserves to be remembered. Join us Saturday at (time) at (place) for the National Day of Remembrance for Aborted Children. Learn more at www.abortionmemorials.com!
 - * **LinkedIn:**
National Day of Remembrance is coming to (town) September 8. Don't let the

innocent victims of abortion be forgotten. (Place) at (time). Find out more at www.abortionmemorials.com

* **Twitter:**

*#remembertheaborted Sept 8 #NationalDayOfRemembrance (place)@(time)
www.abortionmemorials.com*

Tuesday, September 4

- Distribute [press releases](#) to all your media contacts.
- Make calls to ensure that press release was received, resend if necessary.

Thursday, September 6

- Flood social media with comments and posts that connect the national tragedies of 9/11 and legalized abortion. Sample posts:

* **Facebook:**

As we mourn those lost to terror on 9/11, let us also mourn those lost to abortion (55+ million since Jan 1973). Sept 8 (time) at (place) National Day of Remembrance for Aborted Children, www.abortionmemorials.com

* **LinkedIn:**

As we remember 9/11 and mourn our lost, on Sept 8 we will mourn our aborted children. National Day of Remembrance (place) at (time). More at www.abortionmemorials.com

* **Twitter:**

*remember #9/11, but also Sept 8 #RememberTheAborted (place)@(time)
#NationalDayOfRemembrance www.abortionmemorials.com*

Friday, September 7

- Distribute [press releases](#) to all your media contacts again.
- Call local news desks to give them “heads up” about Saturday, ask if they received press release or media alert—offer to resend.
- Continue social media outreach (see Thursday, September 6, above).

Saturday, September 8

- Early in the day, at least 3 hours before event start time, call weekend assignment desks/reporters to make sure they are aware of event. Give them basic information, ask if they received press release or media alert, and if needed, offer to resend.
- Encourage onsite participants to engage in news tip reporting and social media posting from site. Reference “[Promoting from the Event—The National Day of Remembrance for Aborted Children](#)” and bring copies to distribute at event.
- [Take pictures and video.](#)

Saturday, September 8 through Monday, September 10

- Immediately after event begin the “after campaign”, encourage online posting of comments, photos, and video about NDR (including links to [AbortionMemorials.com](#)).
- Post video at [YouTube](#), [GodTube](#), [Vimeo](#), and other vid communities.
- Post photos at [Flickr](#), [Shutterfly](#), and other photo sharing sites.
- Post blogs at [Patch.com](#), other local community sites, other blog sites - add photos, videos, links to stories.
- Post to social media (Facebook, LinkedIn, Twitter, etc.) add photos, videos, links to stories.
- Send follow up coverage to hyperlocal media along with links to photos and videos.
- Send “letters to editors” at hyperlocal publications that reference Day of Remembrance and include resources for abortion education and post-abortion help.
- Distribute press release telling any “stories” from the event to all targeted media, and share with national coordinators.

Tuesday, September 11 and Onward

- “Comment” where possible on both media coverage and social media buzz, continuing to link to [AbortionMemorials.com](#).
- Post your own stories at the [Day of Remembrance Facebook page](#).