



## Guide to engaging the media in suicide prevention

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### Information

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### See This Resource

[Guide to engaging the media \(3.8 MB\)](#) [1]

This 44-page guide teaches you how to serve as an effective media spokesperson and how to generate media coverage to create awareness of suicide prevention. The publication describes how to use television, radio, and print media and provides examples of press releases, media advisories, pitch letters, op-eds and more. It also gives tips for identifying appropriate media outlets, creating up-to-date media lists, and tracking your results.

Planning and Implementing: News and Entertainment Media, Communications and Outreach

### Links within this resource

[1] [http://www.sprc.org/sites/default/files/migrate/library/media\\_guide.pdf](http://www.sprc.org/sites/default/files/migrate/library/media_guide.pdf)

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