

# NHTSA/GHSA National Strategic Communications Forum 2011

## Earned Media

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Alaska Injury Prevention Center



## Building Relationships

- Know Your Reporters' Personal Interests
- Be Available and Accurate
- Build and Use Partnerships
- Sharing Press Conference Exposure

## Keeping It Fresh and Ready to Go

Press Release vs. Call a Friend?

Make it Relevant to the Reporter's Audience

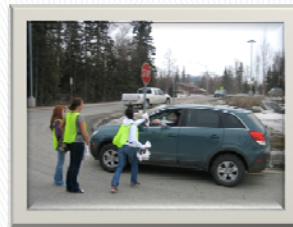
Provide a List of Upcoming Events

## Newsworthy

Free Car Seat Check  
Kicks Off the Annual  
Buckle Up Campaign

Teen Seatbelt Use Higher  
Than Alaska Rate

Teens: 88.3%  
Statewide: 86.7%



Buckle Up: Part I

Buckle Up: Redux

# Newsworthy

Earned Media Coverage with Paid Media Story



Thank You

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