



# Planning media relations throughout the year

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## Media relations toolkit

### *Engaging the media to elevate sexual violence prevention*

Coverage in local, regional, and national media is important — news coverage across formats keeps communities and leaders up to date on key issues and informs public understanding. When sexual violence prevention practitioners engage the media, it is an opportunity to elevate sexual violence prevention, connect with new audiences, and increase your organization’s credibility and recognition.

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The news moves quickly, and the more timely your story is, the more likely it will be considered newsworthy. You may want to plan ahead for how you will generate and use news coverage around key dates during the year. For more information about how and why to engage the media, please see Chapter 3 of *Moving toward prevention: A guide for reframing sexual violence*.<sup>1</sup>

You can use holidays, anniversaries, upcoming events, and new research as angles for talking about prevention. This calendar lists ideas to spur your thinking about generating story ideas, opinion pieces, blogs, and social media posts. Are there other dates or events that have special significance for your work?

## Calendar: Making prevention timely, all year round

### January

- New Year's (January 1st) — Call for New Year's resolutions to work on behalf of children and for investments in high-quality child care.
- Martin Luther King, Jr.'s Birthday — Discuss disparities experienced by communities and children of color and share how prevention programming can reduce those disparities.
- National Stalking Awareness Month (NSAM) — Raise awareness and educate and inform your community about prevention programs (such as healthy relationships and engaging men and boys) aimed at preventing stalking and abuse. Learn more: [www.stalkingawarenessmonth.org/about](http://www.stalkingawarenessmonth.org/about)

### February

- Black History Month — Educate on historical and ongoing health disparities such as higher rates of sexual violence among African American women. Celebrate community leaders or civil rights champions who have advocated for change.
- Valentine's Day (February 14th) — Create and share valentines with healthy relationship and consent messages.
- Teen Dating Violence Awareness Month (TDVAM) — Raise awareness and educate and inform your community about prevention programs aimed at young people and how parents, teens, schools, and community members can support these efforts. Learn more: [www.teendvmonth.org](http://www.teendvmonth.org)

### March

- Women's History Month — Celebrate women's contributions to creating safer, more equitable environments.
- Spring break — Illustrate that everyone should be able to travel safely without fear of sexual harassment, abuse, or assault.
- International Women's Day (March 8th) — Celebrate women's contributions to preventing sexual violence.

- International Transgender Day of Visibility (March 31st) — Celebrate transgender people and raise awareness of discrimination faced by transgender people, including increased rates of sexual violence and the need for prevention programming that is inclusive of all identities and orientations. Learn more: <http://www.transstudent.org/tdov/>

## April

- Sexual Assault Awareness Month — Bolster education, awareness raising, and prevention efforts throughout the year. For free resources and to learn more, visit: [www.nsvrc.org/saam](http://www.nsvrc.org/saam)
- National Day of Silence (April 12th) — Raise awareness about rates of bullying and harassment of LGBTQ students in K-12 schools and discuss the need for prevention programs that are inclusive of all students. Learn more: <https://www.glsen.org/day-silence>
- International Anti-Street Harassment Week — Provide information on the range of sexual harassment individuals face every day and the steps community leaders and bystanders can take to make our streets and public transportation safer. Learn more: [www.stopstreetharassment.org/our-work/meetusonthestreet/](http://www.stopstreetharassment.org/our-work/meetusonthestreet/)

## May

- Mother's Day — Show that it takes a community to support moms and dads in teaching children respect and boundaries.
- Graduation season — Highlight the opportunities and challenges young people face — and the need for the colleges and workplaces they're heading toward to be healthy and safe.

## June

- Father's Day — Embrace the role of fathers and all parents in supporting their children's healthy development and learning about relationships.

- World Elder Abuse Awareness Day (June 15th) — Emphasize that sexual harassment, assault, and abuse cannot be tolerated at any stage of life, and discuss steps your community needs to take to promote the safety and well-being of older adults. Learn more: [www.ncall.us](http://www.ncall.us)
- National PTSD Awareness Day (June 17th) — Show that there are many long-term consequences to sexual violence, so prevention must be a priority to ensure the ongoing health and well-being of everyone in our community.

## August

- Back-to-school season — Talk about ways parents, teachers, students, campuses, and community members can take action to promote safe learning environments. Urge parents to learn about what their child's school is doing to respond to sexual assault and prevent further harm.

## September

- World Suicide Prevention Day (September 10th) — Raise awareness of mental health resources and support healthy communities by challenging mental health stigma. Learn more: [www.iasp.info/](http://www.iasp.info/)
- Hispanic Heritage Month (September 15th - October 15th) — Celebrate and honor partners in your community who are working to address the disparate impact of sexual violence on Latin@/x communities.

## October

- Halloween (October 31st) — Remind readers that keeping kids safe goes beyond stranger danger and talk about what it really takes to support our kids.
- Domestic Violence Awareness Month — Raise awareness and educate and inform your community about programs (such as programs that emphasize healthy relationships and engaging men and boys) aimed at preventing domestic violence. Learn more: [www.nrcdv.org/dvam/](http://www.nrcdv.org/dvam/)

- National Bullying Prevention Month — Teach parents, kids, and teachers how to identify bullying and stand up to it. Help audiences draw connections between sexual violence and other forms of violence and inappropriate behavior.

## November

- Thanksgiving — Give thanks for prevention education programs in your community and wonder: How many more children/families/students can we reach with more support?
- Transgender Awareness Week — Raise awareness of discrimination faced by transgender people including increased rates of sexual violence and the need for prevention programming inclusive of all identities and orientations. Learn more: [www.glaad.org/transweek](http://www.glaad.org/transweek)

## December

- Holiday season — Illustrate the importance of faith communities coming together to support prevention efforts in our communities. Discuss the role all family members can play in empowering children by, for example, respecting their boundaries and not forcing kids to hug relatives during holiday events.
- World AIDS Day (December 1st) — Talk about how health promotion is sexual violence prevention. Learn more: <https://www.worldaidsday.org/>
- 16 Days of Activism Against Gender Based Violence (November 25th – December 10th) — Join advocates around the globe who are supporting education, health care, leadership opportunities, and safe work environments for women and girls everywhere.

## References

1. Berkeley Media Studies Group, & National Sexual Violence Resource Center. (2018). *Moving toward prevention: A guide for reframing sexual violence*. Retrieved from <https://www.nsvrc.org/moving-toward-prevention-guide-reframing-sexual-violence>

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