

2023 Board Break-a-thon PRESS TIP SHEET

The *Board Break-a-thon* is a story that almost tells itself. In our experience the media loves to come cover this event. Here are a few tips/pointers to help you along the way.

- If you have a direct connection to Suicide or Bullying in your school/community that is a tie-in for your event make sure you have permission to share it, and have those who are willing/able to be the ones to share.
- Have someone designated to take photos/video during your event.

Media Outlets:

- Plan to send out a Press Release (see sample) several weeks before your scheduled event. AND follow up with the media outlets several days to a week before.
- Ask when the story will be covered (if on TV which newscast, if print what day) make sure to watch it, encourage others to keep an eye out and after its aired/printed SHARE It on your schools social platforms.
- Follow up with any reporter or media outlet that covers your event with a thank you.

Social Media:

- Use your School Social Media.
- Share about it before (*the link for students to sign up, the link for others to donate/sponsor*).
- Go LIVE during if you can.
- Some hashtags you can use:
 - #GTMABoardBreak
 - #SuicidePrevention
- We'd love it if you'd tag @LeadershipHarbor in your posts too!
- If you or your local media has any questions please let us know:
Leadership Harbor Foundation
Chris Hansen
chris@leadershipharbor.com
402-525-0568
www.leadershipharbor.org/boardbreak
- Have a great event!

