## PROMOTING FROM THE EVENT - THE NATIONAL DAY OF REMEMBRANCE FOR ABORTED CHILDREN

1. If you have a Facebook, LinkedIn, Twitter, or other social media account, you can update your status and post/tweet about the NDR event while it's occurring. If you have a smart phone or tablet you can do this from the gravesite or memorial. (see samples page)

2. You can share news or enthusiasm about the event and you can add one of the following links to your post...

- ✓ <u>http://www.abortionmemorials.com</u> about the National Day of Remembrance
- ✓ <u>http://www.abortionmemorials.com/sites.php</u> a list of gravesites and memorials for aborted babies
- ✓ <a>https://www.facebook.com/AbortionMemorials</a> the National Day of Remembrance Facebook page
- <u>http://twitter.com/search/RememberTheAborted</u> Twitter discussion about the National Day of Remembrance

**3.** You can take **pictures or videos** with your smart phone and post to Facebook during the event. Invite others to "like" and "share." (If you bring a camera, you can still post online afterward.)

4. You can **post pictures to online galleries**, such as Flickr, Shutterfly, or those at online news sites...you may need to register for a free account to submit photos and stories.

**5.** You can **post stories/blogs/commentaries and pictures on Patch.com** at a local "board" – you will need to register for a free account or you can choose to sign in with Facebook. Not all communities have Patch sites, but Patch is present in a growing number of communities in 23 states and there are many hyperlocal media sites. (To learn more about hyperlocal media visit <u>http://en.wikipedia.org/wiki/Hyperlocal</u>).

6. You can call in tips to area television and radio newsrooms. You can often find news tip hotline phone numbers on broadcast outlet websites.

## SAMPLE CALL to a news tip hotline:

"Hi. Do you know about this big gathering out at (name of cemetery or memorial site)? There's a gravesite here for aborted babies and at (time) there is going to be a National Day of Remembrance ceremony here. It's part of the National Day of Remembrance taking place across the country at nearly 400 gravesite and memorials for babies killed by abortion."

7. You can email or post tips, photos, and videos to area television and radio newsrooms. Email addresses and submittal forms can be accessed via broadcast outlet websites.

## SAMPLE EMAIL to newsrooms:

Subject: NEWSTIP – (name of town)

There's a large crowd assembling at (name of cemetery or memorial site), out in the (area specifics). In a little over an hour, at (time), there's going to be a memorial service for the aborted babies that are buried there and (list well known speaker name) is going to be there. It's part of the National Day of Remembrance taking place across the country at nearly 400 gravesite and memorials for babies killed by abortion. There's more info on the local event and those taking place nationwide at <a href="http://abortionmemorials.com">http://abortionmemorials.com</a>.

REMEMBER ALWAYS BE POLITE AND RESPECTFUL TO MEDIA, LAW ENFORCEMENT, OPPOSITION, EVEN HECKLERS. WE WANT THE MEDIA FOCUSED ON THE MESSAGE.

## SAMPLES TO PROMOTE THE NATIONAL DAY OF REMEMBRANCE FOR ABORTED CHILDREN

