



## Publicity and Media Team

### Advertisement for Hope Walk

- Work with local news outlets including newspapers, radio and television to promote Hope Walk
- Develop posters and place around town advertising Hope Walk
- Solicit full or partial donations for printing costs of posters, Hope Walk day programs and bulletin inserts for churches promoting Hope Walk

### Hope Walk Event Day

- Arrange a speaker to kick off Hope Walk
- Invite radio programs to do a live broadcast at the Hope Walk, interview host families, etc.
- Invite newspaper reporters to Hope Walk event to do a story

### Prior to Children's Arrival

- Work with local news outlets including newspapers, radio and television to let them know when the SOH children will be arriving, departing, etc. Invite them to be present at any of the activities while the children are here, the arrival of the children at the airport, etc.\*
- Contact any of the local Christian churches to see if they would like to be involved in the SOH program by sponsoring one of the weekly potlucks that are attended by all of the host families and others interested in the SOH program, past host families and adoption.

\*Very important, prior to setting any final media involvement at any of the events where SOH children will be present please call Jan at 586-5773 for final approval.