

# Mass Media Megaphone



The events you stage as iDrive Agents will do a lot to raise awareness in your school. However, you may also want to raise awareness in your community. Getting the mass media involved is a great way to spread awareness for your cause and it's easier than you might think. Consider the power of the press to amplify your voice. News publications and magazines also have online publications which will extend your reach.

## Write an awareness article or op-ed piece for a newspaper or magazine.

An op-ed, or opinion editorial, is an essay that presents the writer's opinion or thoughts about an issue. Op-eds can raise awareness about a particular topic or aim to persuade others, and are often written by local citizens. Op-eds are most commonly published in daily newspapers. They are typically 600–700 words, but can be shorter. By submitting an op-ed you can call attention to your issue.

### Define Your Goals –

Identify your reasons for writing the article/Op-Ed. What do you want to accomplish? What is your call to action?

### Identify Your Audience –

Your audience will determine how you present the message. Make your message strong and compelling to make your readers care as much about your topic as you do.

### Set Your Parameters –

Identify where you will submit your work and take note of the newspaper, magazine, or website's specifications for word count for your article/Op-Ed piece. Time your submission to coordinate with awareness months or other events/dates that stress your message.

### Write Your Article/Op-Ed –

- **Lead paragraph:** Try to grab the reader's attention with your first sentence; make them want to read more. Start with an interesting story or example that encapsulates your point.
- **Supporting paragraphs:** Now that you've stated your point and grabbed their attention, focus on the issue and provide some facts, statistics and stories. Identify 3 key points and write a paragraph on each.
- **Wrap it up:** In the concluding paragraph, explain why the reader needs to support your cause and raise awareness of the issue. The article should end with a call to action and answer to the question, "What can I do?" Your final sentence should be as compelling as the first one. If you started with an example, bring the story full circle by referencing your original point.

**Be sure to include information to encourage students over 13 yrs. of age to register online at <http://www.idrivetvonline.com/get-involved/become-an-agent/> to share their voice by becoming i-SAFE Agents.**

**Submit your article/Op-Ed** with a letter that provides your contact information and reasons why your article is timely and relevant to readers. Don't forget to notify us at [www.idrivetvonline.com/contact](http://www.idrivetvonline.com/contact). Submit your PSA to i-SAFE and it may be featured on our website or in future iDrive campaigns.

**If you submit your piece and it is not run, don't give up!! Try submitting it to a different newspaper, magazine, or website.**