



**2021 SMP/SHIP National Conference**  
**Virtual Meeting • Part Two–August 10-12, 2021**

# **Topic Based Discussion: Outreach and Media**

**August 12, 2021**

**1:00 – 2:00 PM**

# Strategies and Messaging

- Is there a form of outreach that worked (or didn't work) surprisingly well for you?
- Is there a strategy that once worked well and no longer does and are there specific variables that influence that outcome?
- Is there a specific message or phrase that really resonates in your outreach?

# Outreach and Media Partnerships

- How have you developed and cultivated relationships with earned media?
- Have you found any non-traditional partnerships that have been successful for outreach?
- Do you tailor your message based upon the partner you are engaging?