

In Class Assignment: Creating News Hooks

Mary-Coker Green

Organization: Trauma Free World. A non-profit organization that teaches trauma-informed training for all areas of life.

January: New Year, New Me style blog post, as people are creating new years resolutions, here are some healthy mental and emotional habits you can implement into your lifestyle to create a foundation for the day that trauma may come.

Media Source: Pitch to a mental health podcast with guest speaker, one of the trauma educators.

February: A local school hosts a valentines fundraiser for families in the community that have experienced trauma. Instead of doing Valentine swaps, they all brought candy and gifts to be delivered to local families who've experienced fire, tornado, loss of loved one, etc.

Media Source: The nearest news station to this school. They could interview a teacher who has experienced something challenging and really sees the benefit of what these children are doing.

March: Data released on the long standing impacts that trauma can have on your life and the ways that it may prevent everyday tasks and increase the importance of seeking registered aid.

Media Source: Released through local news paper, or other local news updates, example: 'This week in Opelika' email list.

April: Top 10 things to know when you or someone you love experiences trauma. Including ways to help, questions to ask, and resources to consider.

Media Source: Pitched to an influencer with a mental health related blog, or written by them with the collaboration between them and trauma free world. Could be shared on both's instagrams with the collaborations.

May: National Childhood Trauma Survivors Day including a walk to end childhood trauma, located in the DC area in efforts to impact policy and recognize the first Childhood Trauma Survivors Day nationally.

Media Source: Local news station to DC as well as other reporters that are always on capitol hill. Having one primary child walking at the front of the race being featured by his or her local news and sharing their story.

June: Several mission trips happen over the summer, and that's one of Trauma Free World's largest partnered organizations. During the month of June training specifically for churches would be free to access as they prepare to send their congregation members on mission trips.

Media Source: Sent through a mass email list, where churches can share both the resources and ways to donate with their community as well as pitched through companies like "LifeWay."

July: Celebrity story of someone who has experienced trauma and is just now being open to talk about it publicly. They release it along with a blog post about advice they would give to someone else walking through trauma/things they wished they could go back and tell themselves...

Media Source: The celebrity's social media platforms, as well as E News/Pop News style instagram accounts

August: Trauma Free World is hosting a gala to raise money for its efforts, the celebrity mentioned above is also in attendance along with local families that have experienced trauma and are being sponsored to attend. It will include a silent auction to raise money for training being offered in September.

Media Source: Local news where the event occurs as well as promoted by the businesses who donated items for the silent auction.

September: Trauma Free World has training specific to educators, allowing them to know how to best communicate with a student who has experienced trauma. In honor of back to school, during the month of September this training will be released for free for any registered teacher across the US.

Media Source: Begin with a mass email list to education boards to share with their teachers and pitch to influencers in education or with school aged children, someone who may have been impacted by trauma.

October: Personal story of someone celebrating an anniversary of their traumatic event, releasing either a blog post or more of a vlog style of the ways that they have grown and the help that Trauma Free World has been. Person can be college-aged to bring awareness to a group not commonly represented and can share resources from their university/trauma free world and other challenging parts of trauma as a college student.

Media Source: Video posted on YouTube and personal instagram and pitched local news stations as well as by mental health organizations under that institution.

November: Product demonstration of one of the training sessions. An influencer based in education walking you through how to access and go through one of the trainings and how it's changed her classroom style.

Media Source: Pitched to TikTok education influencer

December: One specific form of trauma is grief, as holidays roll around it can resurface depressing feelings of losing loved ones. One of the Trauma Trainers can release a blog post about how to best support and communicate with those who are reliving trauma throughout the holidays.

Media Source: Podcast, either a mental health related podcast, or an influencer who can do a spin instead of "Top 10 christmas gifts to give loved ones" can talk about ways to love and appreciate those around you without a physical gift.