

PUBLIC RELATIONS AND MARKETING

Where public relations and marketing will primarily target a range of social identities and entities under: Mental Health & Family Wellness; Criminal Justice & Employment; and Academic Capacity.

MASS MEDIA

- Have interviews and distribute visual promotions via:
- Television
- Newspaper and print media Radio and podcasts

SOCIAL MEDIA

- Create and use social media sites to: Share information, resources,
- Updates, and events
- Promote and share events mentors and mentoring events are hosting

Businesses, Agencies, Community Organizations

- Within target geographical areas: Give presentations
- Distribute flyers at meetings Send across listserves

LOCAL EVENTS

- Attend targeted local events to:
- Share and distribute information about AB 235
- Increase visibility and awareness

WEBSITE; use website to:

- Give overview of AB 235
- Provide forms along with guidelines for grant funding
- Registry of Nevada mentoring
- Organizations

FLYERS

Have physical and electronic flyers readily available to distribute and share at community events and with stakeholders.