

How to Arrange a Newspaper Article, or a Spot on a TV or Radio Show, About BPD

Let's start with this word of encouragement from a family member who arranged an editorial in the [Houston Chronicle](#):

“What is most important for us in approaching the media with our message is the need for doing some homework/research, being adaptable to the situation, having perseverance and carrying enthusiasm for our cause with each contact made. This really can be enjoyable and surely worthwhile. Most of all---it is doable!!”

--A Persistent Father

Three steps for contacting media:

1. Gather resources.

Collect [House Resolution 1005](#) and other written material. Consider seeing if a local mental health professional would be willing to be a resource and possibly be interviewed (especially for TV or radio). Contact neabpd@aol.com if you'd like help identifying an expert.

2. Identify contacts.

Newspapers – editors and writers for general, feature, medical and health.
TV and radio – editors and writers for news and public affair shows.

3. Call contacts.

Call in the morning. Consider calling back instead of leaving a message. Work through the list of various contacts and keep calling for about 3 days until you get a live reporter/editor on the phone and you can gauge their interest. They will either direct you to talk to someone else, express an interest or not be interested. If no interest, keep going with other contacts. Tell them BPD is a little understood or reported illness that is a leading cause of suicide. Review [House Resolution 1005](#) and the [BPD Fact Sheet](#).

To read how the Houston Chronicle editorial was achieved – click [HERE](#).