

# SEND US YOUR NEWS!

*We can help you tell everyone what is **great** about your organization!*

## **ADMH's Office of Public Information & Community Relations (PICR) will take your stories about:**

Consumers

Employees

New Programs/Initiatives and much more!

## **WHAT WE CAN DO:**

Feature your organization's story in our *Outlook* newsletter, which is mailed out **statewide to a variety of audiences** and sent via e-mail to an even bigger audience.

Feature your organization's story on the home page of our Web site, [www.mh.alabama.gov](http://www.mh.alabama.gov) - **world wide exposure** for what is going on in your area!

Write a press release/feature story to submit to **media outlets in your area** and throughout the state.

## **WHAT WE NEED FROM YOU:**

A simple e-mail or 5-minute phone call with a **story "lead"** (i.e. who, what, when, where, why, and how) and **proper releases** from consumers/employees, if necessary.

Contact the department's **PICR** if you have questions, or want to **submit a story** at 334-242-3417 or [kristi.gates@mh.alabama.gov](mailto:kristi.gates@mh.alabama.gov).