

# Building Fragile X Awareness in Your Community

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# Purpose

- Increased visibility and awareness
- Increased image recognition
- Increased positive perceptions

# Purpose, Cont.

- Increased engagement
- Increased connections
- Increased funding

# Media Relations today

**10 DOs and DON'Ts  
to Increase Fragile X  
Awareness in Your  
Community**

# 1. DO Your Homework



## 2. DO Write Well

- **OK LEAD PARAGRAPH:** New guidelines for treating Fragile X Syndrome (FXS) and associated disorders will help affected families better understand the latest treatments by the world's leading clinicians.
- **BETTER:** Imagine learning the world's latest medical practices and treatments from your primary physician.



**FOR IMMEDIATE RELEASE**

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## **Oh No They Didn't! NFXF launches new web site, logo and first brand tagline**

Walnut Creek, Calif. — The National Fragile X Foundation, the world's leading authority on fragile X syndrome, launched its new website today. The site, **FragileX.org**, has been completely overhauled with a new look that's broad, roomy, clean, simple and modern.

But far from being just the same old site in a flashy new wrapper, the new site has a lot more going on under the hood — simpler navigation, more interactive features, new content, integration with social media networks, intuitive forms and the ability to chat while visiting any page on the site. A new dynamic homepage will allow site users to easily find new updates and content on the whole family of Fragile X-associated Disorders. Users who create an account on the site will be able to access all of the site's content as well as seamlessly switch from forum, chat or blog without ever having to switch accounts. Eric Welin, a web developer from Cambridge, Mass., and parent of a child with fragile X syndrome, led the web site redevelopment project.

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# **3. DO Look for Ways to Help the Media**

# 4. DO Post on Social Media

# 5. DO Keep Your Promises

# 6. DON'T Go Overboard



# 7. DON'T Be Shy or Stalk

# 8. DON'T Wing an Interview

# 9. DON'T Snow the Media



# 10. DON'T Ask to Read the Story?



**Thank You!**

# Questions?

**Theodore G. Coutilish**

**Holly Roos**

# Let's Get It Started!

