



# Get your PR on!

GET ATTENTION, RAISE AWARENESS AND BE HEARD.

# About the media

- ▶ Media want NEWS
  - ▶ Timely
  - ▶ Impacts readers/viewers
  - ▶ Centered around an issue
- ▶ Media do not care about you and your needs
- ▶ Media get inundated with pitches every single day
- ▶ Just because something is interesting or important to you, don't assume it will be interesting or important to the media
- ▶ Media are inherently lazy and like when you provide all the resources, visuals, etc. for a story



# Creating news and pitching media

- ▶ Make timely and current
- ▶ Show specific impact on the community
- ▶ Provide relevance
- ▶ Offer supporting facts, figures, data, etc.
- ▶ Integrate key messages
- ▶ Enlarge to bigger story, not just one piece of the puzzle
- ▶ Include other players when appropriate
- ▶ Offer visuals
- ▶ Provide local assets and resources

# EXERCISE: Create a pitch

- ▶ WHAT is the story?
- ▶ WHEN did it happen?
- ▶ WHY is it important to readers/viewers?
- ▶ WHERE is it occurring?
- ▶ HOW is it going to have an impact?



# Selecting and reaching the media

- ▶ Determine the right media OUTLETS
  - ▶ Print, television, radio, online
  - ▶ Daily, weekly, monthly, instant
- ▶ Find the right CONTACTS at each outlet
- ▶ Consider the reporter's routine
- ▶ Determine the best vehicle for delivering the pitch
- ▶ Determine the best timing for delivering the pitch
- ▶ Determine an appropriate plan for follow-up

# The press release

- ▶ A mirror image of your pitch
- ▶ Length
- ▶ AP Style
- ▶ Elements
  - ▶ Headline
  - ▶ Sub-head
  - ▶ Dateline
  - ▶ Lead paragraph
  - ▶ Body
  - ▶ Quotes
  - ▶ Boilerplate



# EXERCISE: Write a press release

- ▶ Headline
- ▶ Sub-head
- ▶ Dateline
- ▶ Lead paragraph

# The press kit

- ▶ EPK (electronic press kit)
- ▶ Fact sheet/biography
- ▶ Recent press releases
- ▶ One-sheet of relevant facts/figures
- ▶ Images
- ▶ DO NOT include press coverage
- ▶ DO NOT include brochures and other marketing collateral



# Content creation

- ▶ Create and distribute content
- ▶ Direct-to-audience instead of going through the media
- ▶ Blogs, newsletters, podcasts, emails, etc.
- ▶ Create to add value, not just sell

# Tweets, posts, followers and the art of social media

- ▶ Overall Art of Social Media
  - ▶ Be Active
  - ▶ Engage & Build an Audience
  - ▶ Create Hashtags
  - ▶ Tag People
  - ▶ Be Creative
  - ▶ Understand audiences per Social Media Site



# Art of social media

- ▶ Facebook
  - ▶ Cute Photos
  - ▶ Short articles or lists that can be shared
  - ▶ Links to Videos, Events, Donation pages





# Art of social media

- ▶ Twitter
  - ▶ Links to articles, press releases
  - ▶ Tagging others
  - ▶ Photos increase the post visibility
  - ▶ Tweeting live from events
  - ▶ Creating hashtags to elevate a topic/event

Home Notifications Messages Search Twitter

**Develop**

**Practice**

**Sustain**

"My daughter would actually pick up her red book bag, bring it to me and pull out the books to read. For would sit on her bed, cuddle and read together." ~Parent in North Carolina

**Raising A Reader**

TWEETS 465 FOLLOWING 758 FOLLOWERS 6,854 FAVORITES 575 Edit profile

**RaisingAReader** @RARnational  
Raising A Reader is a national nonprofit that has helped children and families 0-8 successfully build and sustain literacy routines in their homes since 1999.  
Redwood City, CA  
raisingareader.org  
Joined June 2012  
71 Photos and videos

Tweets Tweets & replies Photos & videos

**RaisingAReader** @RARnational · Sep 30  
Show your support w/ @Welzoo! Make [welzoo.com/join/raising-a...](http://welzoo.com/join/raising-a...) your start page and every day you go online, they donate to us on your behalf.

**RaisingAReader** @RARnational · Sep 30  
Thank you @meriwest for supporting #RaisingAReader. #thankyou #volunteers

**Meriwest Credit Union** @meriwest  
We had a great time volunteering at @RARnational on Saturday! ow, MSP2wd #PeopleHelpingPeople

Who to follow: Refresh · View all

- Claudine Wong** @ClaudineWong · Follow
- Theresa Harrington** @TuneUp · Followed by Tandem Bay Ar... · Follow
- Eduardo Aguilar** @Engage... · Followed by Early Childhood... · Follow

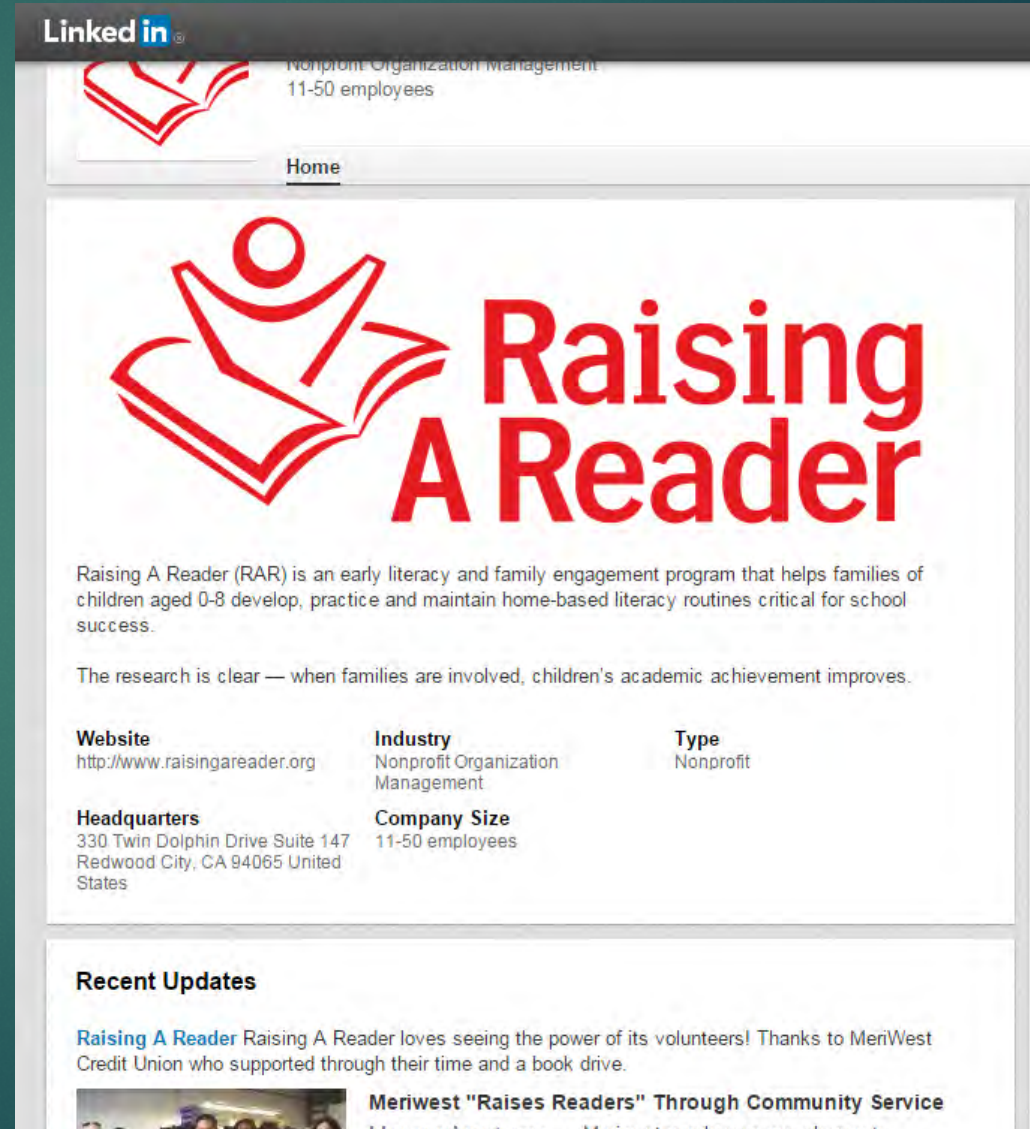
Find friends

Trends Change



# Art of social media


- ▶ LinkedIn
  - ▶ Research Articles
  - ▶ Press Releases
  - ▶ Achievements
  - ▶ Volunteer Opportunities



The image shows a screenshot of a LinkedIn profile for 'Raising A Reader'. The profile header includes the LinkedIn logo, the organization name 'Raising A Reader', and the industry 'Nonprofit Organization Management' with '11-50 employees'. Below the header is a 'Home' button and a large banner image featuring a red logo of a person reading a book and the text 'Raising A Reader'. The banner text describes the organization as an early literacy and family engagement program. Below the banner, there is a section with key information: Website (http://www.raisingareader.org), Industry (Nonprofit Organization Management), Type (Nonprofit), Headquarters (330 Twin Dolphin Drive Suite 147, Redwood City, CA 94065 United States), and Company Size (11-50 employees). At the bottom, there is a 'Recent Updates' section with a post from 'Meriwest' about a book drive.

**LinkedIn** Nonprofit Organization Management  
11-50 employees

Home



## Raising A Reader


Raising A Reader (RAR) is an early literacy and family engagement program that helps families of children aged 0-8 develop, practice and maintain home-based literacy routines critical for school success.

The research is clear — when families are involved, children's academic achievement improves.

<b>Website</b> http://www.raisingareader.org	<b>Industry</b> Nonprofit Organization Management	<b>Type</b> Nonprofit
<b>Headquarters</b> 330 Twin Dolphin Drive Suite 147 Redwood City, CA 94065 United States	<b>Company Size</b> 11-50 employees	

### Recent Updates

**Raising A Reader** Raising A Reader loves seeing the power of its volunteers! Thanks to MeriWest Credit Union who supported through their time and a book drive.

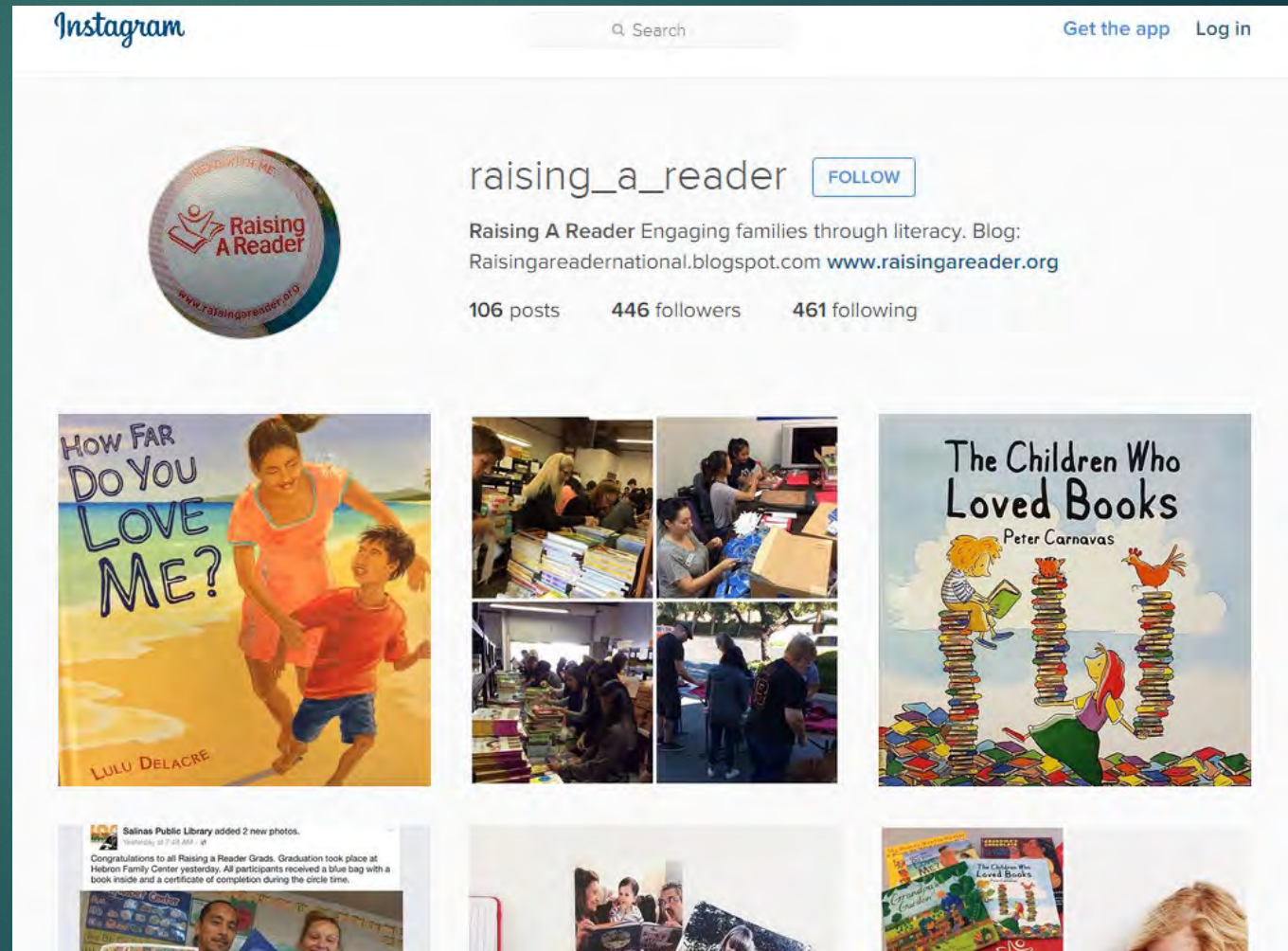


**Meriwest "Raises Readers" Through Community Service**  
blog.meriwest.com → Meriwest employees were happy to



# Art of social media

- ▶ Instagram
  - ▶ Cute Photos
  - ▶ Contests
  - ▶ Hashtags
  - ▶ Tagging others
  - ▶ Event Highlights





Q&A

Thank You!