



PLANNING AN EFFECTIVE MEDIA CAMPAIGN

- I. What do you want to achieve with your public relations campaign?**
 - A. Enhance the image of your center?
 - B. Gain positive coverage on your center?
 - C. Attract and communicate with prospective clients?
 - D. Create closer community or professional ties? For example, attracting business partnerships.

- II. What steps do you need to take to achieve your public relations goals?**
 - A. What do you need to prepare?
 - B. Who do you need to call?
 - C. What permission or other legalities do you need to address? (i.e.: parent permission for public display of photographs of their children)

- III. Show an angle that is “newsworthy” to the media.**
 - A. Tie your story in with a news event of the day or week
 - B. Celebrate an anniversary
 - D. Present an award or scholarship
 - E. Gain an endorsement from a celebrity
 - F. Tie your story to a holiday
 - G. React to a decision made by other companies, government, legislation being reviewed

- IV. Compile a media database list**
 - A. Which are the newspapers, radio stations, TV stations in your area? Keep list with contact information.
 - B. Analyze the possible media choices
 1. Which ones reach your target audience?
 2. What types of stories do they usually put out? Do you want to be associated with this newspaper, etc.? Does your story fit what is typically in this newspaper, etc.?

- V. Develop a press kit (see ‘Press Kit’ handout)**

- VI. Mail the materials and follow-up.**
 - A. Call in reporters, news directors in the morning because this tends to be a slower time for them.
 - C. Be organized when you call and be prepared to re-send materials.