

How to Get PR for Your Organization

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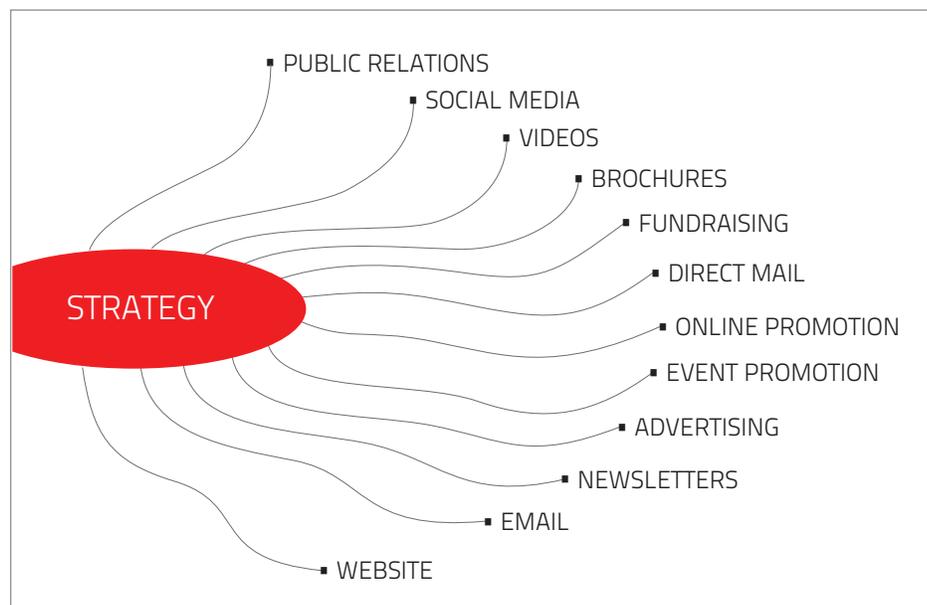
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HAVING A PLAN

The first step in a successful public relations campaign is knowing what you want to accomplish.

Strategy

1. Defining your goals.
2. Knowing your audiences.
3. Determining your tactics.



Tips

1. Determine how your goal fits in with your overall marketing strategy.
2. Determine what you want your various audience to do.
3. Identify the media that your audience consumes.
4. Connect your messages with your audience's needs and interests.

PR Toolkit

- Organization backgrounder
- Executive profiles
- Issue information
- News release template
- Video news release format
- Email templates

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STORYTELLING

Getting media attention is dependent on having good stories and telling them well.

Tips

1. Make sure your story is newsworthy.
2. Appeal to human interest.
3. Use emotional hooks to engage audiences.
4. Tie your story into what is going on in the news.
5. Back up your story with evidence and statistics.
6. Create "Calls to Action" that will motivate audiences.

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REACHING REPORTERS

Knowing how to interact with reporters is a vital skill for getting your organization the PR it deserves.

Tips: Before the Pitch

- Dedicate a spokesperson to represent your organization.
- Know the positions your organization has on issues.
- Know what you can say and can't say (confidentiality).
- Have something interesting to say.
- Tailor your pitches to specific reporters and media.

Tips: Talking to Reporters

- Be responsive to reporters' deadlines.
- Try to find out the reporter's agenda.
- If you are not prepared to speak with a reporter right away, say that you will call back in 10 minutes.
- Write down three key messages that you want to get across.
- Practice responding to questions you know will be asked.
- Answer the question that you want to answer.
- Focus on the good you are doing and the impact you are having.
- Be helpful and provide resources for reporters.
- Prepare for any follow up actions or interviews.
- Always be truthful.
- Respond to negative press.
- Send thank you cards to any reporters you speak with.
- Follow up when possible and work to maintain the relationships.

Negative News

Regret: "We are so sorry X happened."

Restitution: "We are going to pay the hospital bills."

Reform: "From now on, we will be inspecting..."

Some tips courtesy Janet Falk.