Get positive exposure for your club through effective PR & branding
Know your media audience

- Get copies of the publications (several).
  - Check out columns, writers to see who is doing this type of story
  - Go online to check out the news outlets’ websites to check the reporters’ beats (read or watch the reporter’s most recent stories)
  - Don’t forget Neighbors/Community News section
- Daily papers
- Weekly papers
- Monthly magazines
- TV
Know the deadlines

- **Daily papers:** Send them news release a week in advance
  Send them fact sheet three-four days before the event
  Resend the fact sheet the day before
  Call/email to see if they are covering event

- **Weekly papers:** Send them news release three-four weeks in advance
  Always include a photo (high resolution)
  They probably won’t send a reporter
  They usually run the story as you have written it
  Follow up release

- **Monthly mags:** Send them news release three months in advance
  Always include a photo

- **Send release to assignment desk the week of the event**
  Use email and fax
  Send fact sheet (below) the day before the event
  Resend fact sheet the morning of the event
  Send to Weekend Assignment editor if event is Sat/Sun. (send on Friday)
News releases

- Shorter the better
- 1- 1 ½ pages
- Inverted pyramid style; most important info up front, puff in the middle
- 5 Ws; Who, what, when, where, why
- What is the ‘angle’ or ‘hook’ to get the media interested?
- Always have a contact number for the public, media (not always the same)
Fact sheets

- 1 page
- Features bare facts (who, what, when, where)
- Always have ‘interesting facts’ section
- Used mainly for TV assignment desks

1. Email three days before event
2. Fax and email the day before the event
3. Email the morning OF the event
4. Call the morning of the event (around 9:30) to find out if you have made their ‘schedule.’
Choosing a spokesperson

- Have someone who is comfortable talking to the media (doesn’t always have to be the club president)
- Be the expert; know your basic facts (about your club, the event)
- No such thing as “off the record”
- Practice what you are going to say; relax and eliminate the ‘uhhs, ‘you knows.’ You can pause—there is nothing wrong with a couple of seconds of silence.
- Remember your key messages; What you want audience to remember/ media to repeat
  - Should be your first and last point
  - Simple, quotable quotes
What to wear

- Dress appropriately
- Logo wear at a project
- Jacket for in-studio
- Look at the reporter—not the camera and SMILE
- For radio: Bring your notes
- ALWAYS THANK THE REPORTER (not for ‘helping’)
Scheduling events

- The earlier in the day the better
- If during the week, try for a Wednesday (kids’ early release day)
- Always have kids there
- If on a weekend, try and schedule for 10-2

Make sure the story is newsworthy; weigh its news value vs. other upcoming events your club might be having.
Reprints are vital!

- Be sure to establish credibility with public & media
- Remove the dates on your reprints
What NOT to do!

- Don’t criticize media for lack of coverage
**Branding your club**

- Shirts, logos, media kits, etc.
- Banners; very important for photo background. Keeps club name in people's mind.
- Helps recruits new members
- Helps with sponsorships
- Positive image with the public
Knowing your target media and how/when to approach that media will result in POSITIVE COVERAGE of your club and Kiwanis.