EFFECTIVE PR: POINTS TO REMEMBER

KEY QUESTIONS TO ASK WHEN DEVELOPING YOUR PR STRATEGY:

1. What are you trying to communicate? Why?
2. What do you want to happen as a result of that communication?
3. Who is the best person to be the communicator?
4. Which media outlets can support this approach and conversation?

EFFECTIVE PR TOOLS:

- Your story
- Your framework
  - Where do your publics fit into the framework?
  - How does your story align?
- Trained spokespersons
- Media kit
  - Organization overview
  - Media assets: photos, videos
  - Contact information for spokesperson
  - Client list
  - Past press releases
- Media list
  - Categorized by beat and publication type
  - Updated routinely
  - Inclusive of all media (social, traditional, nontraditional)
- Media outreach
  - Proper pitches
  - Follow-up
  - Manners matter
- Value