



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**