

Make Media Connections

The community needs to know about you in order to get involved. To build awareness you need to build media connections and plan your relationship with intention. Develop a public communications plan as part of your overall public relations/communications strategy. Include the following steps in your plan:

Steps in Your Media Plan	
Define your objective	Is it to: <ul style="list-style-type: none"> ○ Introduce you program to the community or publicize the work of your program? ○ Establish you and your organization as experts in your field? ○ Generate fundraising opportunities? ○ Mitigate the impact of a crisis? ○ Other?
Identify audience you want to reach	Whom do you want to receive your message and what media would they be most apt to receive? Key your message to so that those who are important for support will notice.
Develop calendar of media themes	Identify opportunities such as seasonal interests, program successes, anniversaries, special events
Identify media approaches	<ul style="list-style-type: none"> ○ Hard news ○ Feature stories ○ Editorials ○ Interviews ○ Other
Identify media outlets	<ul style="list-style-type: none"> ○ Print Outlets (Newspapers, Magazines, Wire services) ○ Television ○ Radio ○ Websites ○ Other

Make Media Connections (cont.)

Develop media list	Record full contact information including fax and e-mail addresses for all outlets in your area and nationally if appropriate
Develop press kits and media materials	Include: <ul style="list-style-type: none">○ Background material on your organization, your clients, your mission, etc.○ Information about your program's issues and concerns○ Bios for staff and volunteer leaders○ Picture file○ Previous media stories about your program○ Other
Cultivate personal relationships	Develop ways to stay in touch with reporters, editors and media gatekeepers.