

presents **TEN** *tips*

on
**Publicity and
Media Relations**



1

Develop an accurate contact listing of representatives from print, electronic and digital media, including their mailing addresses, phone and fax numbers, and email addresses.

2

Always print your news and press releases on official **POWERtalk** International letterhead. Include the name, phone number, and email address of the contact person.

3

Identify your target audience from print (newspapers, magazines), broadcast (television, radio), electronic (web pages for local businesses and colleges), public display media (libraries, bulletin boards), and cyberspace (blogs, social networking sites).

4

Compile an email database of members, friends and businesses in your area. Send a first email to request permission to periodically send them information about **POWERtalk** International.

5

Utilise local speakers' bureaux, Chambers of Commerce, and other community and business organisations to volunteer your club for their sponsored events. Send a photo and ask to be included in the event advertising.

6

Establish an event calendar for all activities. Send a brief paragraph along with the calendar to local radio and TV stations at least three weeks in advance of the events.

7

Design custom postcards (professionally branded with the **POWERtalk** International logo) to send to visitors after each meeting. Include the date of the next **POWERtalk** International event in their area, and a contact name, number and email address.

8

Execute your public relations activities based on a set schedule (monthly, quarterly, before each event, etc). Remember, repetition is critical to being seen and remembered.

9

Be cost effective. Telephone interviews and radio talkback shows are an excellent opportunity to talk about **POWERtalk** International's benefits, as an organisation and for its members.

10

Utilise public relations, media relations and speakers' corner web pages for idea and information sharing. Communicate and share any success stories with your Council, Region and **POWERtalk** International counterparts.