

Good Advice...Accidental Publicity?

Have you noticed an organization receiving what you might consider more than its fair share of press coverage? Maybe you've noticed editorials, feature stories, coverage of their events, announcements, or photos in newspapers or journals. Do you think that they are just lucky?

I can assure you that the coverage is not accidental. It is because that organization has dedicated some time and resources towards [strategy, messaging and expert execution](#).

- Prior to any campaign, your organization will need to put time into developing key message points and [relationships](#) with the appropriate reporters or writers - much like you would in developing a prospect for [fundraising](#). Become the 'subject matter expert' that the writer can turn to when a story is needed.
- Plan to pick up the phone. Faxing or emailing will not be enough. Phone follow-up is critical, and may be the difference between your press release being front page news or put in the recycle bin.
- Make sure you have a designated contact speaking clearly for your agency. If a reporter has to make repeated phone calls to multiple agency contacts, the chances of the story seeing the light of day grow slim.

While consulting with a [nonprofit](#) dedicated to children and families, Project Partners coached the development staff on [public relations strategies](#) and walked them through a specific plan of action. Media kits were developed, contact lists made, press releases sent and phone calls placed. This all took time and persistence. But, to the delight of staff and [board members](#), "all of a sudden," this 45-year old organization became "news."

By accident? Not a chance.

Your partner for good,



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What kind of PR does your organization currently seek and why?

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