

Getting Publicity

*Awareness that
Advances your mission*

KESSEL
COMMUNICATIONS, LLC

facebook Newsletters Search Mobile
Google+ Twitter Webinars SNAPCHAT
Podcasts Voxer Video
SEM Pinterest Radio SEO tumbler
NEWS RELEASES Digital Signage Blogs Telephon
Basecamp eBooks Periscope snailmail
skype YouTube Direct marketing IM
Presentations Content marketing
brand journalism Influencer marketing Text RSS
Snapchat Whitepapers QR Codes WhatsApp
Marketing Articles Instagram Website
Hand-written note Television slideshow Display
Events Interactive Slack Postcards Google Drive
Digital marketing Pay-per-click Case studies Vimeo
E-commerce Trello TESTIMONIALS
Advertising Brochures MailChimp Interviews
Social marketing Networking
Speaking engagements E-mail



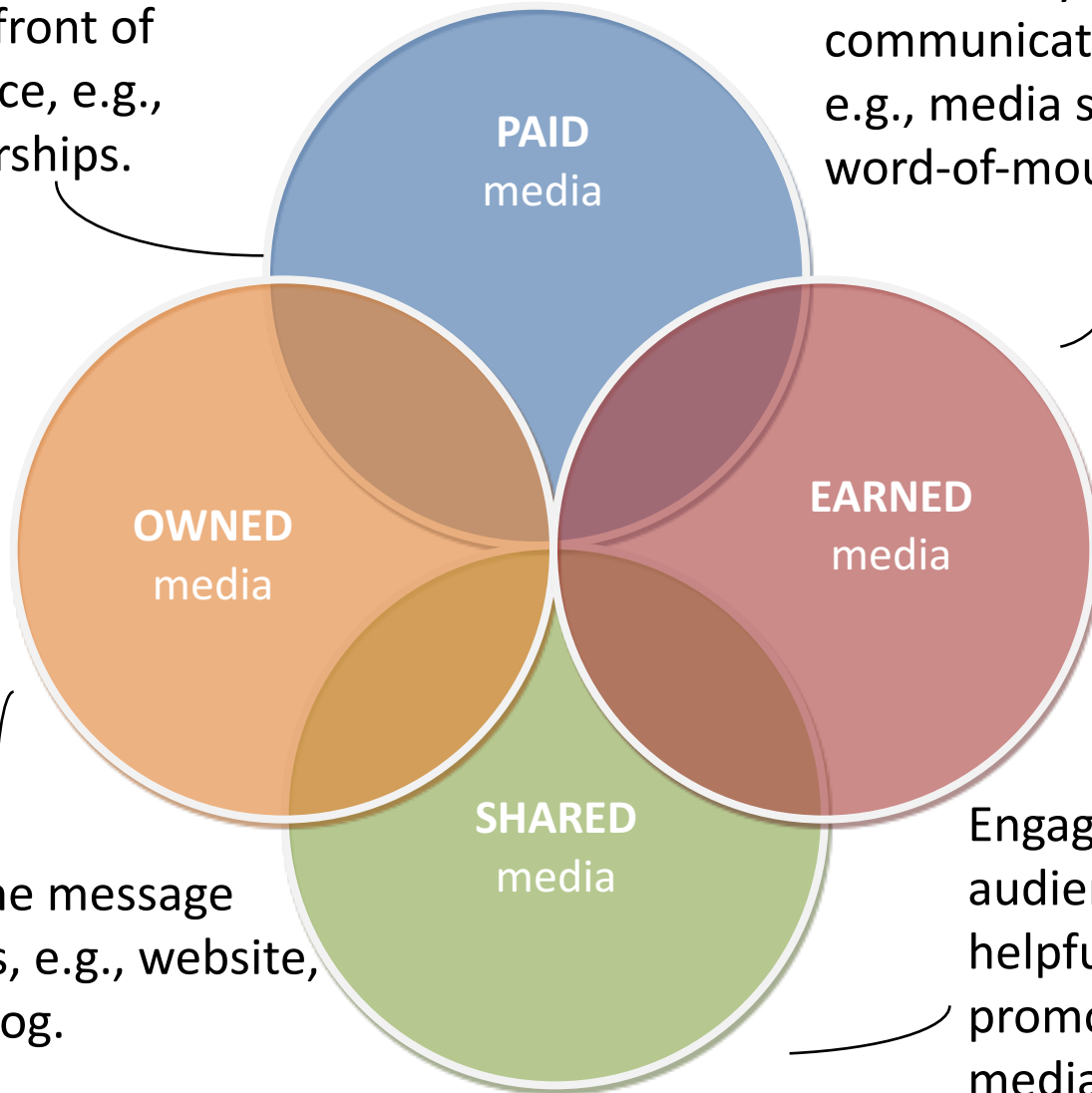
P E S O



Getting Publicity

Pay to get your message in front of your audience, e.g., ads, sponsorships.

Get external influencers to talk about you through their communication channels, e.g., media stories, blogs, word-of-mouth.



You control the message AND channels, e.g., website, newsletter, blog.

Engaging with audiences, being helpful, serving (not promoting), e.g., social media.

Tools

- Message map
- Q&A
- Media list
- Press kit
- Press release

Message map



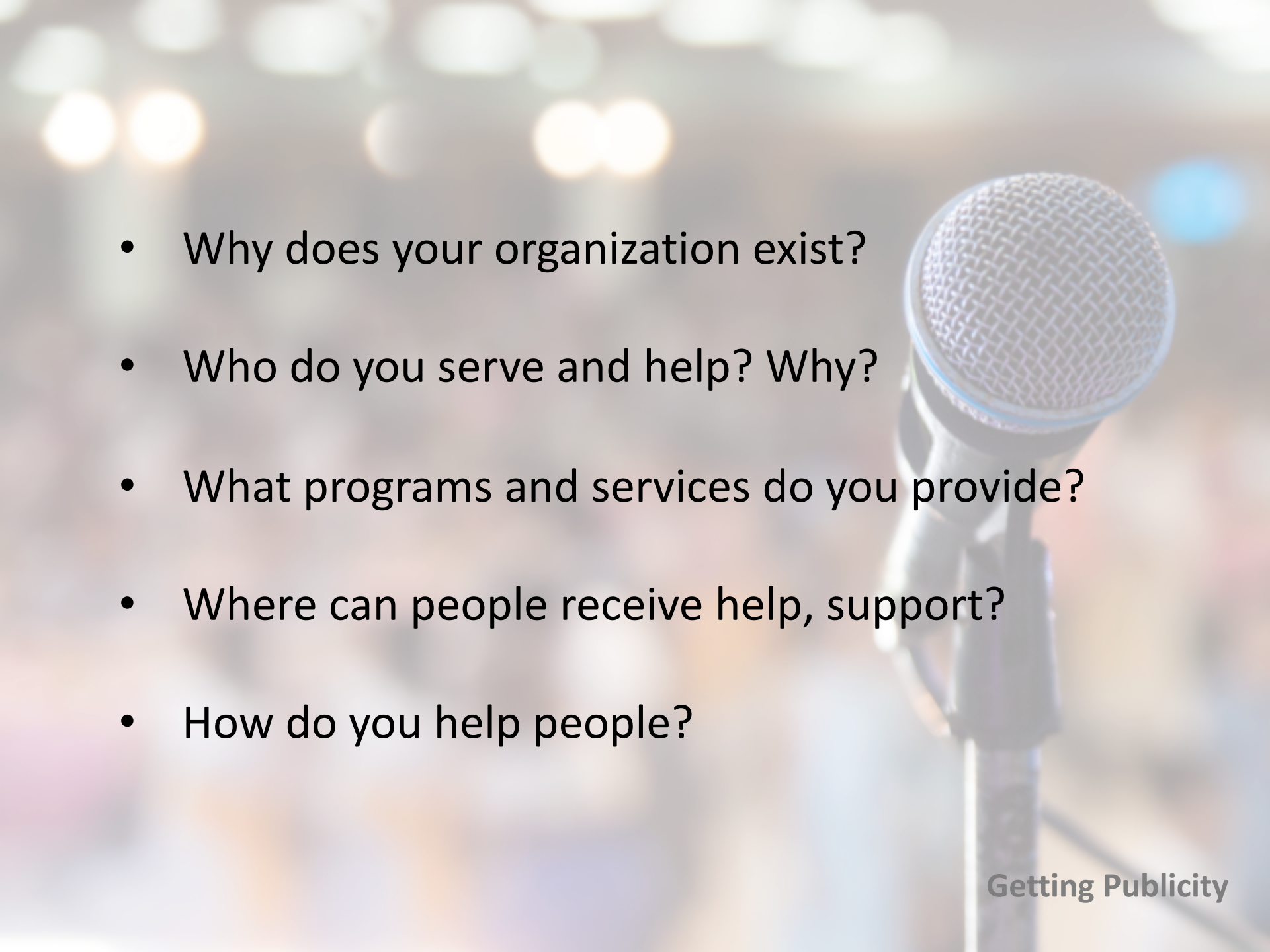
Getting Publicity


Problem/challenge	Solution	Results
<p>Getting the word out about what we do</p> <ul style="list-style-type: none"> Limited funds Limited expertise Limited staff <p>Growing competition – a noisy world</p> <ul style="list-style-type: none"> Approximately 1.41 million nonprofits were registered with the Internal Revenue Service (IRS) in 2013, an increase of 2.8 percent from 2003. <p>Unknowns – “publicity for my nonprofit” – more than 12.9 million results</p> <p>Budget – can’t afford a PR agency.</p> <p>Building awareness is a leading organizational priority, regardless of size or subsector. (Lipman Hearne, American Marketing Association; 2008)</p> <p>Only 30 percent of nonprofits have a written and approved marketing plan for 2013. (Leroux Miller, Kivi; 2013)</p> <p>84 percent of nonprofits characterize their messages as difficult to remember. (Schwartz, Nancy; 2012)</p>	<p>Do it yourself, but with training & guidance.</p> <p>Mark Cuban – “a young company should almost never hire a public relations firm.”</p> <ul style="list-style-type: none"> Better for you to develop the relationships – long-term value More affordable Always exceptions <p>“...expert content—credible, third-party articles and reviews—is the most effective source of information in impacting consumers along all stages of the purchase process.” (Nielsen)</p> <p>Publicity for my Nonprofit program</p> <p>Advisor Program</p> <p>Trainings & Workshops</p>	<p>Gain clarity and direction on how to:</p> <ul style="list-style-type: none"> Connect and engage with your audiences – Have much more success in getting media awareness, amplifying your message, and getting your story heard by those who need to hear it. Overcome any doubt, hesitation self-limiting beliefs – Gain confidence on how to market your organization, your cause, your story and your message through the media: reporters, podcasters, bloggers. Prepare to serve and help more through awareness that advances your mission – Increase your influence, impact and credibility in a way you never thought possible. <p>Social proof.</p> <p>You’re an expert resource.</p>

Q&A



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- 
- A microphone on a stand is positioned on the right side of the frame. The background is a soft-focus array of warm, glowing lights, suggesting a stage or event setting. The text is overlaid on the left side of the image.
- Why does your organization exist?
 - Who do you serve and help? Why?
 - What programs and services do you provide?
 - Where can people receive help, support?
 - How do you help people?

A microphone on a stand is positioned on the right side of the frame. The background is a blurred audience of people, with several bright, out-of-focus stage lights visible at the top. The overall scene suggests a public speaking or performance event.

What are the questions you hope
they *never* ask?

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Media list



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Media list tips:

- Make it manageable
- Do the research
- Start building a relationship
- Leverage Twitter

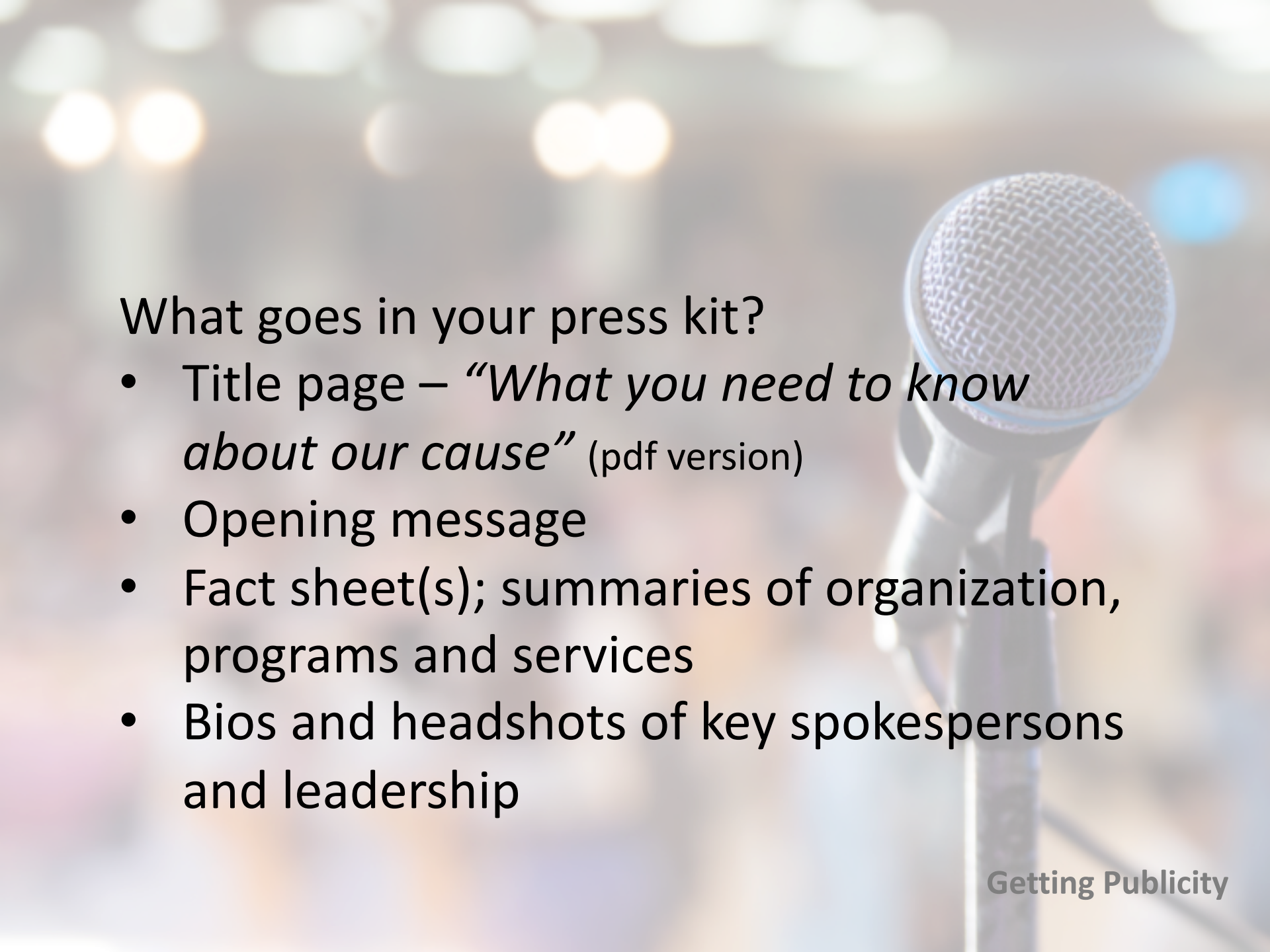
Press kit



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Why have a press kit?

- Makes their job easy; be helpful
- Makes it easy for them to cover your cause and organization
- Makes them look good

A microphone on a stand is positioned on the right side of the slide. The background is a soft-focus bokeh of warm, golden stage lights. The text is overlaid on the left side of the image.

What goes in your press kit?

- Title page – “*What you need to know about our cause*” (pdf version)
- Opening message
- Fact sheet(s); summaries of organization, programs and services
- Bios and headshots of key spokespersons and leadership

A microphone on a stand is positioned on the right side of the frame. The background is a soft-focus bokeh of warm, golden stage lights, with a few cooler blue and purple lights scattered throughout. The overall atmosphere is that of a professional event or broadcast.

What goes in your press kit?

- Why your cause/organization is important/of interest
- 3-4 interview topics (share data/statistics)
- List of top 10 interview questions
- Hi-res images, artwork (use throughout, make it easy)

Some examples...



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Press release



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It's all about you.



It's not news.



No local connection.



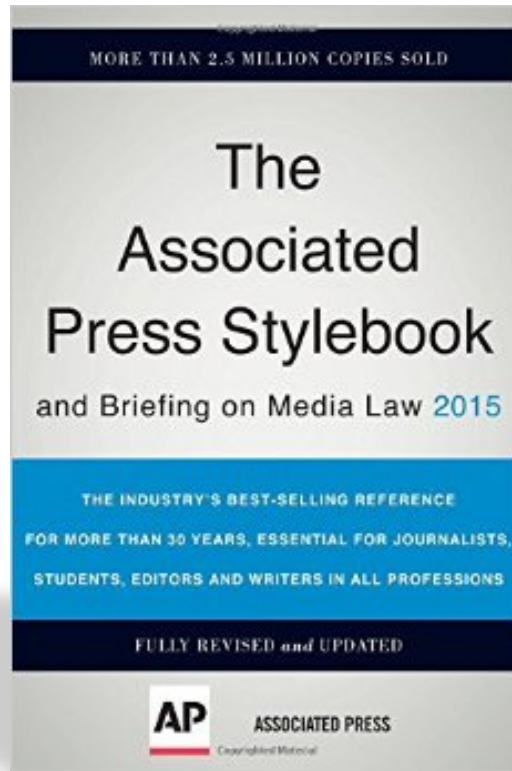
Doesn't answer the 5Ws.

Who, What, Where, Why, When



Improper use of adjectives,
pronouns, punctuation.





No sense of timing.



AUSTIN, Texas, April 14, 2017 — ACME Systems (www.acmesystems.com) is showcasing their revolutionary ACME Systems HVAC system for the month of April! ACME Systems formally launched ACME Systems HVAC to the public in November of 2016.

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Continental Realty Corporation Launches Modernized And Expanded Website @ www.crcrealty.com

Enhanced digital presence integrates custom-built technology to highlight company's extensive commercial, retail and residential real estate portfolio

BALTIMORE, Aug. 11, 2016 /PRNewswire-USNewswire/ -- Continental Realty Corporation, a Baltimore-based commercial real estate investment and management company, has announced the launch of its modernized and expanded website @ www.crcrealty.com. The new fully-responsive website utilizes a clean, modern appearance to highlight the company's diversified portfolio. [Vitamin](#) was chosen to design and execute the new website.

"As we continue to expand our portfolio and grow our team, we recognized the importance of a more functional and information-laden website that reflected the company's growth and forward thinking," stated Belinda Torres, Corporate Marketing Director of Continental Realty Corporation. "This new site launches us into the future and appeals to the on-line needs of our increasingly tech savvy audience."

In order to integrate Continental Realty's property management platform, Yardi, a custom-built "Apartment Finder" mapping application was designed, leveraging Google Maps technology to pull information from the Yardi property management system. The information dynamically populates within the website, enabling users to search through numerous filters or by location via an interactive map. The "Apartment Finder" feature makes it easier for visitors to locate rental properties based on the number of bedrooms, pricing and location.

Who: Continental Realty Corporation

What: Launched new website

Where: Baltimore

When: Aug. 11

Why: Appeal to tech-savvy audience

Continental Realty Corporation Launches Free Resource for Consumers Buying, Selling Their Home

BALTIMORE, Nov. 12, 2016—In response to the increasing rise in the housing market, Continental Realty Corporation is offering a free online resource at <http://www.crcrealty.com> for consumers who are looking to buy or sell a home. The new resource went live today.

“According to the National Association of Realtors monthly report on home sales, existing-home sales increased 4.7 percent in September to its highest pace in more than eight years; this growth trend will continue,” said John Doe, Corporate Marketing Director of Continental Realty Corporation. “This resource aims to help our customers make the buying and selling process easier.”

National Runaway Safeline Trend Report Reveals Rise in Youth Connections for Those on the Verge of Running Away, Younger Youth, Those Experiencing Abuse

2016 report highlights past decade trends on youth in crisis

CHICAGO (May 18, 2016)—The National Runaway Safeline (NRS), the communication system for runaway, homeless and at-risk youth, today announced the release of its 2016 Crisis Connection Trend Report, which highlights emerging trends on youth in crisis through analysis of NRS' data collected over the past decade. The report, available at <http://www.1800runaway.org>, summarizes the types of individuals in crisis and the key characteristics associated with why they contact NRS for help through its hotline (1-800-RUNAWAY), online (1800RUNAWAY.org), text (609-608-6008) and offline resources.

Who: National Runaway Safeline


“A number of important trends emerged through the report, but the most compelling and reassuring revelations is that ‘prevention’ is working and continues to be key in combatting the silent runaway crisis,” said Maureen Blaha, NRS executive director. “All of the report’s insights help guide and direct effective responses that help youth off and off the streets.”

What: New trend report

Where: Chicago/1800RUNAWAY.org

When: May 18/today

Why: “...help guide and direct effective responses...”



Pitching
Preparing
Conducting

Getting Publicity

Questions



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