

# PR STRATEGIES



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## Creating a Relationship with Local Media

**Brokers have been busy in their communities preparing for their summer broker Awareness Days. We have already seen a significant amount of fundraising and awareness events taking place in many communities across Ontario.**

The first step with hosting any public relations related event is creating that fundamental relationship with your local media. In any PR effort, it is critical not to underestimate the power of the media. The media serves as a measure of public concern and public opinion. It's essential that the local media be aware of your

brokerage and your brand, so it can be reflected in a positive light.

There is no substitute for starting early and taking a proactive approach to dealing with the media. Your brokerage should familiarize themselves with beat reporters. Employed by mainstream media outlets, these reporters are assigned special focuses or beats and so they might have a particular interest in your event or the insurance industry. Examples include city and business reporters.

Get to know your beat reporters. Have coffee with them or take them to lunch. Continue to send them stories and be prepared to work with them. Beat reporters are a great asset in helping your brokerage get its message out.

We are expecting more broker Awareness Days to take place this summer than ever before. Prepare for these events by not only informing your customers, but also by engaging your local media. IBAO's public relations associate, Emily Reid is happy to assist your brokerage with the preparation of your press release for its upcoming event and assist you with creating a media list of your best local contacts. You can reach her by e-mail at [emily@impactcanada.com](mailto:emily@impactcanada.com) or by telephone at 613-233-8906.

Remember, public relations is key to increasing awareness and building the

brand. It creates that important dialogue between the news media and your business for the long-term.

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