

PR STRATEGIES



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Tips for Earning Quality Media

During this past summer, brokers worked diligently to raise awareness for local charities in their respective communities. Countless broker awareness days, barbecues and fundraisers took place in regions all across Ontario.

The key to many of these successful events has been due, in large part, to their media outreach ahead of their scheduled event. Media attention only enhances the visibility of their brokerages and that of the charity they support. While a solid press release is necessary to send to local media after an event has taken place, often the most important component is the aggressive media outreach performed ahead of time.

Journalists are hungry for information and are always looking for something new and intriguing to cover. Local journalists are also especially attuned to local events as they relate to the public.

Below are some tips on engaging your local media and ensuring their appearance at your next event:

- create a solid media advisory that you will be distributing to your local media one or two days prior to your event;
- your advisory should answer the basic who, what, where, when and why, and feature a catchy headline. Keep it short and in point form;
- make sure to include contact information for your brokerage's appointed communications person. You may also list the contact information for those people who could be interviewed.
- assign your communications person to create a list of your local media with email addresses and phone numbers. Send the advisory to these contacts and assign the same team member to perform follow-up calls; and
- be sure to follow up with a press release after your event has taken place. It doesn't hurt to include photos of the event — in the form of high-resolution JPEGs — the newspaper can publish in its next edition.

Journalists have a unique role to play in the community. Captivating their interest is key to developing a positive working relationship with the news media. Once you have established a relationship with these news members, they are more likely to attend your next event, as well as possibly promote your services to the community.

For more information on how IBAO can help you with your PR campaign or to obtain your own PR Toolkit, please contact Emily Reid at (613) 233-8906 or by email: emily@impactcanada.com.

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