

“10 pitch perfect tips in 10 minutes”

Engaging News Media to Convey Your Message

Engaging in public relations is an essential, core function for making nonprofit agencies more successful.

1. Be prepared. Don't let communication take a back seat to your day-to-day responsibilities. Make it a part of your organization's culture.
2. Take an audience-centered approach. Talk from the viewpoint of the public's interest, not the organization.
3. Cultural and linguistic proficiency matters.
4. Be useful. Be of service. Set reporters up for success.
5. Be aware of breaking news.
6. Articulate the 5 “W's” that are the cornerstone to all communication.
 - Who – What – When – Where – Why
7. Accept the fact that we are a visual society, yet don't ignore the importance of good writing.
8. Tell the truth, even if it hurts.
9. Invest in advertising.
10. The press is NOT your friend, but be responsive, develop relationships, and be friendly!

TWO BONUS PRO-TIPS:

11. Never beg or whine.
12. Know that you are not alone, it is ok to hire professional help.