

Understanding



PUBLIC AND MEDIA RELATIONS

Good news is meant to be shared. It makes us feel good about the work we do, and it gives our supporters confidence in the job we're doing. There's nothing better than sharing our successes with each other, but we need to tell the world. Here's how public relations works.

The following tools are available to you. Below you'll find a description of how each tool is best used, what the PR team needs to do their job and timelines to work by to ensure timely story delivery. Please note that timelines are intended for planned events and programs. Understand that we cannot anticipate breaking news that could preempt Hope For The Warriors news.



CALENDAR ALERT

BEST USED FOR: Promoting an upcoming event. Particularly helpful for events where signups or participation is needed.

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- Details related to who, what, when, where and why.

RELATED TIMELINES:

- Timeline for distribution to media: Can send as early as a month prior to the event.
- Timeline needed for PR team: Please provide three weeks to write, review and distribute.



TARGETED PRESS RELEASE

BEST USED FOR: Announcing assorted topics (Hope For The Warriors programs, partnerships, large gifts, cause marketing campaigns, etc.) and sent to media contacts in specific areas (where HOPE has offices, the partner is based or the event is occurring) and/or targeted outlets (ex. banking media, military media, running media, etc.)

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- Details related to who, what, when, where and why.
- Permission from partner to issue a release with name enclosed.
- Quote from service member/partner on what the support/partnership/campaign means to them.

RELATED TIMELINES:

- Timeline for distribution to media: Depends on the support/partnership/campaign. If a campaign is launching on a specific date, we should send the release the same day. Time isn't an issue if we're promoting an overall program or specific service member's story.
- Timeline needed for PR team: Please provide four weeks to write, review and distribute. *For releases with corporate partners, please keep in mind additional time might be needed for the review process.*

CONTACTED BY A MEMBER OF THE MEDIA? HAVE A STORY IDEA? Direct all media requests to Erin McCloskey at erin@etmccloskey.com





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PHOTO RELEASE

BEST USED FOR: Showcasing the conclusion of an event/announcement. Doesn't go into as much detail as a press release. Quotes are not needed.

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- A great photo.
- Details related to who, what, when, where and why.
- Permission from partner to issue a release with name enclosed.

RELATED TIMELINES:

- Timeline for distribution: Depending on the day of the week, great to release the same day event takes place or within a few days after. If too many days pass, the timeliness of the story passes.
- Please provide two weeks to write, review and distribute.



MEDIA ALERT

BEST USED FOR: Inviting media to attend and cover your event/announcement.

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- Details related to who, what, when, where and why.
- On-site media contact and who is available for interviews.

RELATED TIMELINES:

- Timeline for distribution: Can send five days to one day prior to event. Usually send twice. Depending on the day of the event, we'll send the alert five to three days prior and then the day prior to the event.
- Timeline needed to pull together: Please provide three weeks to write, review and distribute.



POST- EVENT PRESS RELEASE FOR SMALLER FUNDRAISERS

BEST USED FOR: We have a template ready to go for smaller post-event fundraisers.

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- Photo of check presentation.
- Dollar amount raised.
- Information on the event.
- Quote from event organizer and permission to use quote, name.
- Any information on past funds raised through existing event and/or relationship with organization/persons throwing the event.

RELATED TIMELINES:

- Timeline for distribution: Photos of check presentations really "sell" this information. The sooner the better always applies, but we'd prefer to wait for a photo prior to sending.
- Timeline needed for PR team: Please provide three weeks to write, review and release. If you know the event is happening on a certain date, reach out prior to the event so a press release can be drafted. Then, we can pop in the final numbers, a quote and a photo.

WHY ALL MEDIA REQUESTS SHOULD GO THROUGH COMMS TEAM:

- **OUR JOB IS TO WORK WITH MEDIA, ALLOWING YOU TO FOCUS ON BEING A SUBJECT EXPERT.**
- **WE HAVE THE TOOLS AND KNOW THE QUESTIONS TO ASK TO GET THE MOST OUT OF A STORY.**
- **WE USE EVERY OPPORTUNITY TO BUILD RELATIONSHIPS WITH MEDIA FOR FUTURE STORIES.**

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POST-EVENT PRESS RELEASE FOR LARGER FUNDRAISERS

BEST USED FOR:

For larger corporate fundraisers/campaigns such as Casey's, Food Lion, Southeastern Grocers, etc.

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- Photo of check presentation.
- Dollar amount raised.
- Information on the event.
- Quote from event organizer and permission to use quote, name.
- Any information on past funds raised through existing event and/or relationship with organization/persons throwing the event.

RELATED TIMELINES:

- Timeline for distribution: Photos of check presentations really "sell" this information. The sooner the better always applies, but we'd prefer to wait for a photo prior to sending.
- Timeline needed for PR team: Please provide three weeks to write, review and release. If you know the event is happening on a certain date, reach out prior to the event so a press release can be drafted. Then, we can pop in the final numbers, a quote and a photo.



PITCHING A STORY

BEST USED FOR: You don't always need one of the above tools to garner media interest. If you have a story idea, share the details with the communications team to evaluate the story idea and appropriate media outlet to reach out to.

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- Details related to who, what, when, where and why.

RELATED TIMELINES:

- Timeline needed for PR team: All depends on what type of media outlet being pitched and timing of the desired placement.
 - TV: At least two weeks' notice for coverage, a month or more for in-studio guest request.
 - Radio: A month or more.
 - Newspaper: At least two weeks.
 - Magazine: At least six months.



WIRE PRESS RELEASE WITH PHOTOS OR VIDEO

Note this tool requires additional funds to send, generally ranging from \$750-\$3,000.

BEST USED FOR: These targeted releases are sent through a paid news service, which guarantees pickup. You have the option of picking if the release is sent national, regional, etc. You can also target to specific trade outlets as well (ex. banking media, military media, running media, etc.). The more words and bells and whistles (photos/videos) you add, the higher the price.

REQUIREMENTS TO PRODUCE RELATED PR ELEMENT:

- Details related to who, what, when, where and why.
- Permission from partner to issue a release with name enclosed.
- Quote from partner on what the partnership/campaign means to them.

RELATED TIMELINES:

- Timeline for distribution: Depends on the partnership or campaign. If a campaign is launching on a specific date, we should send the release the same day.
- Timeline needed for PR team: Please provide four weeks to write, review, upload and distribute.

CONTACTED BY A MEMBER OF THE MEDIA? HAVE A STORY IDEA? *Direct all media requests to Erin McCloskey at erin@etmccloskey.com*

