



BAM! POW! WOW!

GIVE YOUR BRANCH A VISIBILITY BOOST

10 TIPS FOR GETTING PUBLICITY AND GENERATING INTEREST

- 1** Plan programs that are **newsworthy**. Speakers or topics that have impact, timeliness, prominence, novelty or emotion attract audiences — and coverage.
- 2** Keep your **target audience** in mind when planning programs. This audience can vary from college students to working women to retirees. Avoid one-size-fits-all programming.
- 3** Appoint a **publicity director** for your branch.
- 4** Establish **professional relationships** with the news organizations in your area. Most websites list newsroom staff, their titles, e-mail addresses and phone numbers. Reach out with an e-mail and follow up with a phone call. Stop by the news organization to introduce yourself and explain your AAUW role. In this electronic age, a personal visit stands out and gets results!
- 5** Prepare a **press release** for each program you want to publicize. See the Visibility link on www.aauw-nys.org for a sample press release that's easy to write.
- 6** Many news organizations will **announce** events or list them in a community calendar **before** they occur. Find out how much advance notice is needed and take advantage of this free audience-building service.
- 7** **Pitch pitch pitch!** Think about how your program could fit into a certain section of the newspaper and suggest a story idea to that editor. For example, contact the political editor about candidates' night; the health editor about a belly-dancing workshop.
- 8** Encourage branch members to write **letters to the editor** supporting AAUW platforms and actions. Check www.aauw.org for ideas and inspiration.
- 9** Look for opportunities to bring AAUW out of the meeting room and **into the community**. Set up a membership table at the county fair or farmer's market.
- 10** Contact the Visibility Director any time for help with press releases or ideas.