

TOP 10 TIPS FOR BOOSTING VISIBILITY

1 Plan newsworthy programs.

Keep the 7 criteria in mind as you brainstorm ideas.

2 Establish a publicity chair.

Every branch needs a point person.

3 Get to know your news organizations.

There are columns, calendar listings and other opportunities for placement.

4 Establish relationships with each news organization.

Stop by the newsroom. Invite an editor to lunch. Send a thank-you note.

5 Pitch, pitch, pitch (don't pester, pester, pester)

Editors respond better to story ideas than to demands.

6 It's not just about you.

Accept the editor's decision. If it's not what you wanted, think ahead to next time.

7 Write a good press release.

Make it thorough, accurate and relevant.

8 Plan ahead.

Most news organizations like at least a week's notice of an event.

9 Submit it yourself.

If the newspaper can't assign a photographer, take your own photos and submit them.

10 Back it up.

E-mail, fax, snail mail and call.

