

Getting the Word Out:

Creating a Media Plan and Targeted Media List

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What is a Media Plan?

🦅 A Media Plan is the action plan to implement your Marketing Plan

🦅 Basic Marketing Plan Review:

🦅 What are your goals?

🦅 What is your target market?

🦅 Who are the key players that will help to produce the event?

🦅 What are the opportunities for partnerships?

🦅 Create strategies to reach each segment of the target market

🦅 Your Media Plan is the Action Plan to carry out your strategies

Elements of the Media Plan

Your media plan should include:

- 🦅 A statement of your goals
- 🦅 Public Relations Strategy: What is your target market
- 🦅 Methodology: how and when to reach them
- 🦅 PR Calendar
- 🦅 How you will track results

Elements of the Media Plan

A statement of your goals, which may include:

- 🦅 Create awareness of event
- 🦅 Create family event that is educational and fun
- 🦅 Build awareness of public lands, conservation
- 🦅 Educate the public about the wildlife in and around the community
- 🦅 Attract birders and wildlife viewers to your community
- 🦅 Bring economic benefit to your community
- 🦅 Partner with tourism organizations and businesses
- 🦅 Partner with resource agencies, non-profits
- 🦅 Create demand for existing & future nature tourism businesses

Elements of the Media Plan

Public Relations Strategy: What is your target market

- 🦅 Is the target audience local or further afield
- 🦅 Identify community leaders to act as spokespeople
- 🦅 Identify which publications your target audience is likely to read
- 🦅 Identify Event Calendars
- 🦅 Make targeted media list (more about this later)

Elements of the Media Plan

Methodology: how and when to reach the audience

- 🦅 Press releases to targeted Media List
- 🦅 Advertising in key publications (budget item)
- 🦅 Articles in key publications – try for same issues with ads
- 🦅 Press conferences and media tours – use your spokespeople
- 🦅 Radio, television, PSAs and press interviews – use spokespeople
- 🦅 Presentations to clubs, organizations, schools
- 🦅 Website, brochures, posters, postcards, T-shirts (budget items)

Elements of the Media Plan

PR Calendar

- 🦅 Important milestones
 - 🦅 Keynote speaker/s confirmed
 - 🦅 Website & program updated
 - 🦅 Key sponsors & partners
 - 🦅 Kick-off dinner & key speakers
 - 🦅 Unique activities
 - 🦅 Ticket sales begin
- 🦅 Determine subjects and target dates for press releases, PSAs
- 🦅 Post on Event Calendars
- 🦅 Set target dates to distribute posters, mail postcards, run ads

Elements of the Media Plan

How to track results

- 🦅 Create clipping file of articles (committee or volunteer)
- 🦅 Check to make sure Event Calendars are updated
- 🦅 Ask for tapes of radio & TV interviews
- 🦅 Ask “where did you hear about the event” on your survey

Make these results part of your overall evaluation report

Creating a Targeted Media List

Start by making a list of the media you want to contact:

- ✦ Newspapers – get a list at <http://www.usnpl.com/>
 - ✦ Local – Outdoor Editor, Environment Reporters, Food Editor (i.e. American River Salmon Festival), Arts Editor
 - ✦ State or National if appropriate
 - ✦ Colleges & Universities – target Recreation Department
 - ✦ Freelance writers
- ✦ Periodicals – Audubon, VIA, Sunset – need lots of lead time
- ✦ Tourist Bureaus, Chambers of Commerce
- ✦ Newsletters – Audubon, Native Plant Society, University Cooperative Extension, Sierra Club, etc.
- ✦ Event Calendars – destinations, agencies, city & county, newspapers, radio, TV

Get names & find out how they want to be contacted

Types of Publicity

Press releases

Be Brief but descriptive – include What, Where, When, Who, How much & Contact

Two types:

Print Media – include full sentences, write in a style that can be cut & pasted into the newspaper/newsletter

TV/Radio – *short*, just a couple of sentences & contact info

Print: Send to Local Editor; Outdoor Editor, Recreation Editor, Education Editor or Editor if very small publication. Use their name.

TV – Send to “Assignment Editor” – many have online “News Tips”
Email forms to send

Radio – Look for Outdoor Talk Shows and set up an interview



Types of Publicity

Public Service Announcements

Write as you want them read

Short, concise

Send 3-4 weeks in advance of event

Look for sponsors to help with recording, editing and placing

Getting the Word Out

Keep your list up to date

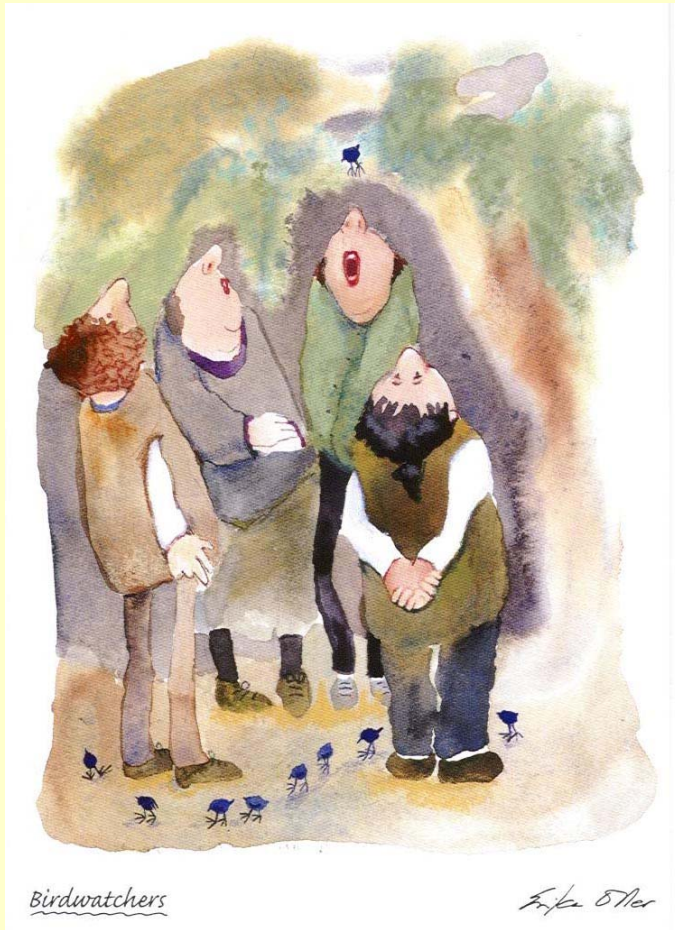
Editors and journalists come & go, check several times a year to update your list

Send thank you when articles appear – you will be remembered!

Be sure to offer “Press Passes” to the event and make time to answer questions

The personal touch pays off...you will have a friend and advocate forever if you cultivate media relationships





Keep your eyes on the “big picture”
and your Media Plan will make your
event a success!

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