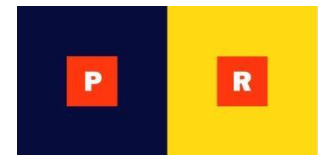


# PR University:

**How to Develop, Execute and Scale a Strategic Communications Campaign to “BOOST” Your Out-of-School Time’s Program Success**

**PR & Company**



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PR & COMPANY

# Summer Matters Campaign Success

- Summer Matters:



- Supported by:



- Initiative of:



# Statewide Media Coverage



The  
New York  
Times



Los Angeles Times



HUFFPOST IMPACT

The Mercury News  
The Newspaper of Silicon Valley  
MercuryNews.com



SFGate  
San Francisco Chronicle

fresnobee.com  
Covering California's Central Valley

CONTRA COSTA  
TIMES  
CONTRACOSTATIMES.COM

# Media Coverage Consistently On-Message



“These summer programs are being reinvisioned as a way to use the school break time more effectively to help close academic achievement gaps between more affluent and poor students. In contrast to traditional remedial summer classes, **these “enrichment” programs focus on fun, engaging activities** – with a strong educational component – to keep student interest high.”

“These summer programs are being reinvisioned as a way to use the school break time more effectively to help close academic achievement gaps between more affluent and poor students. In contrast to traditional remedial summer classes, **these “enrichment” programs focus on fun, engaging activities** – with a strong educational component – to keep student interest high.”



“In California, an independent consultant found robust summer programs in L.A., Fresno and Sacramento had **boosted students' vocabulary skills, sometimes by as much as a third of grade.**”

“According to research, the best summer programs offer a **blend of academic and social elements**. These programs yield positive student outcomes such as better school attendance (which research shows is directly tied to graduation rates), increased academic achievement, more motivation to learn, stronger feelings of belonging, and less risky behavior.”



# Pitching 101

- **Think in headlines**
- **Look for hooks/ triggers that make you newsworthy**
- **Target reporters**
- **Be concise**
- **Be entertaining**
- **Be persistent**
- **Be opportunistic**



# Kinds of Pitches:

- **National Pitch**
- **Regional Pitch**
- **Local Pitch**
- **TV Pitch**
- **Radio Pitch**
- **Print Pitch**



# PR Tools:

- **News Release**
- **Media Advisory**
- **Pitch Email**
- **Event vs. Press Conference**
- **Op-ed/ Commentary**
- **Blog**
- **Tweet, Facebook Update**
- **Short Web Film**



# Use Strategic Communications to:

- Reinforce your key messages
- Leverage interest and curiosity
- Address concerns and objections
- Control the information exchange
- Manage the kinds of questions you are asked
- Feel comfortable and in control
- Demonstrate your expertise
- Close the deal



# 1. Set your message agenda

**Prepare to answer these three questions; and you will be prepared for ANY question:**

**1. What do you do?**

DEFINE

**2. What makes you different and unique?**

DIFFERENTIATE

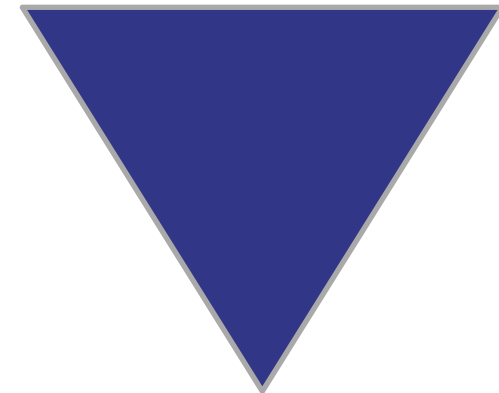
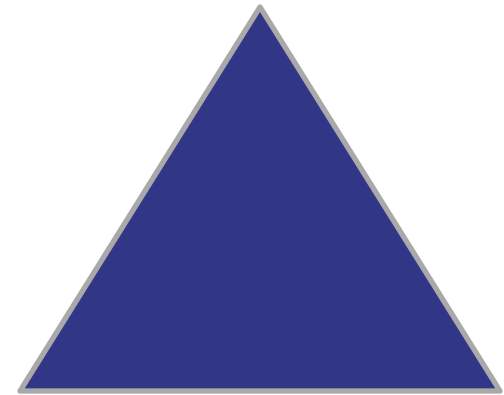
**3. Why are you (or will you be) successful?**

DEFEND

## 2. Communicate in headlines

**Make your assertion first; then make it true.  
Get to your point as quickly as possible.**

- Typical narrative communication starts with the least important detail and builds to the punchline:  
    Jack & Jill went up the hill...
- Strategic communication asserts what is most important at the beginning:  
    In a tragic accident at the foot of the hill, Jack...



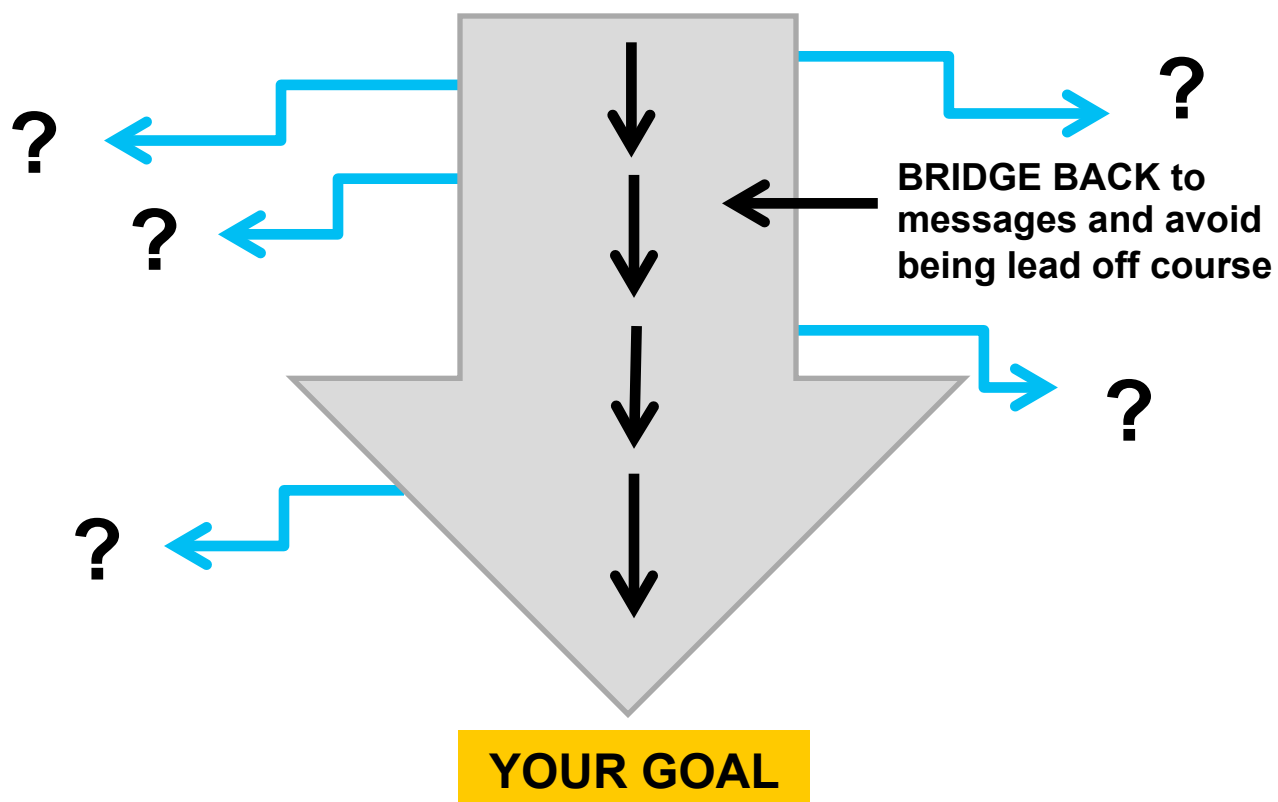
### 3. Treat questions as opportunities

Reinforce your message agenda in every response:

<del>Q</del>	<del>Q</del>	Q
Q	Q	<del>Q</del>
Q	<del>Q</del>	Q

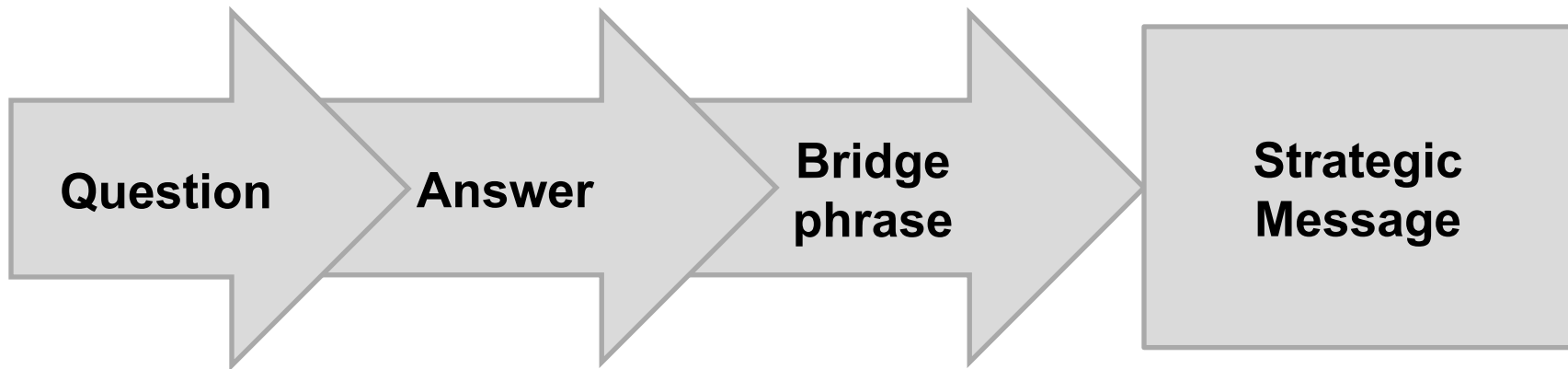
## 4. Focus on your goal

You are in control of how you respond to questions:



# 5. Know how to bridge

**Engage; then bridge back to your point:**



**What are the other organizations making advances in your field?**

**It is a rapidly changing and dynamic field.**

**I am best positioned to address the accomplishments of my own organization.**

**Since last year, we have had a positive impact on these three areas of work...**

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