

2019

Guide to Expanding Media Coverage



Public Relations Committee

Why is media coverage important?

The goal for media coverage is to gain support and reputation in the community. It is not just about publicizing your chapter's good doings. The ultimate goal is that the coverage elevates whatever you are trying to accomplish. By communicating our great accomplishments, we can attract funding, volunteers and increased participation. Ultimately, good media coverage will create a relationship between your chapter and your community that can expand outside of our pharmacy circles and benefit our fraternity greatly

Therefore, the Public Relations Committee has crafted a guideline to encourage media coverage of your events. In this guideline, you will find how to decide what should be covered and strategies of outreach. We hope to see all the work everyone is doing and promote who we are as Kappa Psi.

Gathering interest in your story

Arrange your news into the NICE format to efficiently communicate the importance of your story:

- Noteworthy
- Interesting
- Caring
- Exceptional

Is it noteworthy, interesting, caring, and exceptional? When deciding what information to share ask yourself these questions and record your answers.

Noteworthy

Is this new? Is it established? Are you hoping to receive a lot of support for it? Is this a cause we are passionate about?

Media coverage consists of notable and relevant events. Some events should never be included such as ritual events and social events. However, professional and philanthropic events should be analyzed for if they should be shared. While sharing about every roadside cleanup is not noteworthy alone, compiling a yearly review of your philanthropy events would be more appropriate. However, having your Chapter host a community wide roadside cleanup would be a prime example of a noteworthy example.

E.g. philanthropy events, local member receiving a national professional leadership appointment

Interesting

What makes this special? Who is this trying to reach? How does this extend beyond pharmacy?

These are the aspects of your event or story you want to share with the media. You want to encourage their buy-in. Finding unique aspects of your event turns it from a mere advertisement to an invitation for interest. The goal is to have something that readers and viewers would want to see and can even benefit from. Use what interests you to "sell" the event. The purpose is to develop points and reasons that would encourage interest or even participation.

E.g. it affects children, the work being done helps a marginalized population, the event includes dressing up like Disney characters.

Caring

Does it benefit this community? What personal motive does it serve? Who does this impact?

When reflecting on whether the event is caring, remember the purpose is to improve your community instead of selfish promotion. Philanthropic or professional events are implied to be caring events. However, for unconventional events, remember to ask whether the event is caring in nature before sharing to the public.

Exceptional

How is this different? How far is this reaching?

This part of the acronym determines the who of your outreach. Some events may be more beneficial to share beyond your immediate community/area and others could be shared with your school newspaper/ newsletter. If the above 3 questions can be answered positively, the event likely deserves to be shared. Finding the right way to share it ensures success.

Contacting local media

Contacting your local media can be easily done; make sure collegiate Chapters receive confirmation of GCD approval prior to reaching out to local media. With the support of your GCD you can contact your school's public relations representative, if available. Please wait for their approval before further reaching out to media outlets. Almost all local news outlets have submission pages on their website that allows individuals to submit a brief summary of your news and any pictures you may have. If this is not available, simply emailing the news organization's editing staff can put you in contact with someone who may be interested.

It is recommended that you submit your news starting with printed sources first:

- Your university's newspaper
- Local newspaper

These sources of news are often heavily involved with community events such as charities your chapter may have hosted. Your university's news outlets are more likely to be interested in NICE events their own students are involved in, as this is good PR for the school. Your local newspaper is also interested in matters affecting its readers. When contacting your local newspaper, consider modifying your story to place a focus on the populations involved, such as the elderly, homeless or the sick, instead of focusing on your student organization as you would with your university's newspaper.

Lastly, getting your local televised news station or radio station involved is not out of the question either! Typically, this process is more involved if they decide to interview you or film at your event and can be an amazing opportunity for our fraternity. Simply submitting your news or sending a brief email can snowball into a great experience for your chapter.

If you are ever contacted by the media, **always** offer no comment and refer them to your GCD. Regardless of content, it is important to seek your GCD for guidance in any discussion with the media.

Let Kappa Psi know

The hard part is over! The media has shared the amazing work you are doing. The final step is to let us (Public Relations Committee) know. We also want to recognize you for the work you are doing and incorporate that into our promotional materials.

Any media coverage, even if it is your school newspaper, please send to: publicrelations@kappapsi.org. In the subject line please say: Media Submission (Chapter Name) (Province) so we can file the submissions accordingly. Also, please CC the Central Office (centraloffice@kappapsi.org) with all submissions.

Thank you so much for all the work you are doing for our beloved Fraternity. We look forward to sharing your great contributions with the Fraternity.