



Leveraging the media to create publicity resulting
in social change for people with disabilities

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What is publicity?






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Publicity is the subset of a larger category known as public relations.

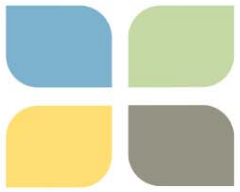




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Our focus today: Publicity

Publicity refers to FREE media exposure – those situations when your organization or cause appears in the new and editorial content of publications or on TV and radio news and talk shows.



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Publicity is different than advertising.

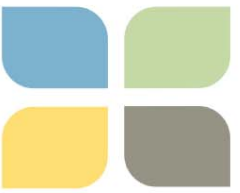
You DON'T – and CAN'T pay for it.



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The elements of an effective publicity plan.





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Situation Overview





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Target Audience



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Strategy Outline





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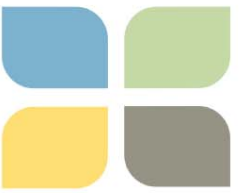
Goals





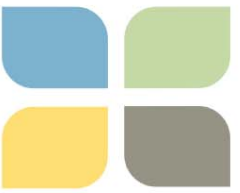
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Objectives



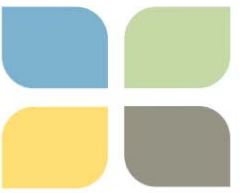
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Tactics



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Budget



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Timeline






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What's newsworthy?





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