

MEDIA WORKSHOP: AWARENESS

1. Planting Seeds

Your initial efforts to promote the Character City concept must be well planned and well executed if you want to establish the relationships necessary for your efforts to succeed.

- Utilizing Assets – Partnering with Local Ad Agencies
- Underwriting - Corporate sponsorship

2. Marketing

The look and feel of your organization may determine whether or not some people will become involved. Quality in your marketing materials adds an additional level of credibility and professionalism. This is the opportunity to clearly present what your organization stands for and what its objectives are.

- Publications
 - ~ Establishing a look – Logo, Tag Line, Stationery
 - ~ Brochures, Newsletter
- Press Conference
- Web-site
- Resources
 - ~ Multi-media presentations, Press kit (CTI resources)

3. Media Outlets

An effective awareness campaign must use every available mode of communication. It has been proven that people retain visual stimuli better than oral. In order for recognition to occur, the message must be communicated in at least three different ways/times.

- Non-print media
 - ~ Television & Radios PSA's
- Print media
 - ~ Newspapers, billboards, bus boards, etc.
- Earned Coverage

4. Combating Negative Press

The development of a crisis management plan to combat negative press is a valuable preventative measure. It will also help you focus on the most important principles of your organization.

5. Q & A

If we can provide you with more information, suggestions, or examples, please e-mail our offices.
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