**Kennedy Center/AGC artlook® Tailored PR Communications Plan**

*Creating Your PR Plan*

Everyone and every team has a different way to put together and organize a PR Strategy. There is no right way in terms of format but the more strategic and thought-out your PR communications plan is, the more likely you will have a solid foundation to grow from and adapt as needed over the next three years and beyond.

It is also imperative to understand that this is a start of a journey and strategically, it is important to not go all out at the start of the initiative in PR efforts. Coordinate and work with the district level media relations team as well. This is a good news story for the district and community – they will have contacts already established and possible ideas of what contact or outlet might be a good fit for telling this story.

As you map out your strategy, it helps to think about your PR goal. What do you see as success in terms of PR over the next three years and even beyond? That answer will guide you as you build and work on the PR efforts. This section is meant to support you in thinking about the different facets of PR and what is typically in a PR plan.

Consider the below in crafting your overall strategy:

* PR is not just traditional PR – newspapers, print magazines, radio and TV. It’s also social media; creating your own content through different platforms -- such as medium or school-based newsletters, blogs, and online content on your and the district(s)’s websites. It also encompasses assets such as videos and photos.
  + Think about:
    - local print and online media
    - Radio Stations including local NPR affiliate
    - Arts and/or education orientated blogs and outlets
    - Newsletters or an op-ed in the primary newspaper
    - A social media strategy
* Identify potential tent poles that your community thinks could be ideal times to engage media or craft your own content
* Identifying potential stories that you are seeing or would like to tell and matching it up with outlets or contacts that you think would be a good fit
  + A great exercise is to imagine the ideal headline(s) that you would like to see to help with brainstorming
  + It also helps to identify what might need to happen to pitch or tell a story – do you need to have data points and background to share or do you have a hook that will help tell the larger narrative?
  + What are the messages you would like to get across and who are the key spokespersons for interviews?
* Angles and Stories – the human hook: Gathering those stories are a huge asset for the Kennedy Center to help with the overall PR campaign for the initiative – please share them the Kennedy Center as you see fit. But also – those human touch stories are a significant asset to telling your arts education story during the initiative and beyond. The stories drive the importance and unifying messaging of the **why** of arts education
* Press releases and direct pitching is of course one way to connect with media but also think about taking a contact to lunch or coffee to get to know them or catch up (i.e. – pitching in person). It often helps to have a conversation about things that are happening and the importance of it. They will see your excitement about it and what it means to the community!
* Social Media and Ideas of creating your own content
  + Brainstorm ideas for socials or own content – it doesn’t have to be complex
    - Newsletters, internal blogs are also important in thinking about the different stakeholders
  + Are there stakeholders within the community that could be great partners to team up with for a social post, video, etc?