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

Congratulations on bringing the power of artlook® into your community!

Your team knows its community and media best. This communications toolkit, tailored to your localized PR efforts, will support you with tools to assist in speaking about the initiative as well as provide ideas for media coverage. Ultimately, each city should be empowered to better tell their story of arts education by leading the PR efforts in their own communities. Please also share with your district(s)-level Public Relations individual.

PR Efforts are more than just traditional PR platforms of newspapers, radio, and TV. It, as many already know, also includes social media, collaborations, and even creating your own content to help get the message out there in the community. This can take form in many ways – blogs, video, photos, etc.

PR also encompasses internal communications. As your team is in direct contact with the district and schools, you will be able to support the messaging of the importance of gathering the needed data and buy-in to make sure the artlook map is as strong as possible. This includes communications to parents, teachers, and many other stakeholders when handling internal communications. Please note that there is a specific section within the overall toolkit tailored to internal communications for you and your whole team to use.

The more strategic and thought-out your PR communications plan (both internal efforts and external including PR efforts) is, the more likely that you will have a solid foundation to grow from and adapt as needed over the next three years and beyond. PR Plans are meant to be flexible!

As you begin, consider the below:

* Your PR goal – What do you see as success in terms of PR? That answer will guide you as you build your strategy. It also helps to envision headlines that you would like to see
* Please be aware 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
* It is also good to remember that each writer or outlet has a different way of looking at angles and stories. Think through the specific value that the artlook® initiative or corresponding angle will provide to them. It is also a good idea to consider how much they know about *Any Given Child* as well. If they are not familiar with what is already in place, you may need to do some background explaining as well
* Look at potential tent poles that your community thinks could be ideal times to engage media or craft your own content
* What are the messages you would like to get across and who are the key spokespersons for interviews?
* The value of gathering stories coming out of the schools or the community (i.e. the human hook/angle). Gathering those 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

Among the many materials and resources we include in this Toolkit, you will find talking points and messaging to articulate the value of artlook® and the initiative to media. The most vivid and public form of value that artlook® will produce will be the searchable map that displays all of the data that has been collected; this map will likely be “live” in February 2020. In addition to this map -- and in complement to it -- consider crafting messages that incorporate community-specific ways that the artlook® data and platform will benefit your community’s stakeholders. For instance, think about whether there’s an education/arts education plan, a city cultural plan, funder-specific initiatives, and so forth.

One last note: Many communities may choose to send out a press release in order to educate their community and media about an upcoming event related to artlook® in their community and its efforts. If a city would like to put out their own PR, we ask that Kennedy Center and Ingenuity be given at least 72 hours prior to for review.

This initiative is a good news story! Both the Kennedy Center and Ingenuity are thrilled to be working with you during the next three years. We will support you in developing your local PR strategy and public relations effort.