

# **Marketing Workshop**

**Ferst Foundation for Childhood Literacy  
2009 CAT Summit**

**Presented by:**

**Melissa Bloomfield**

**Senior Publicist, Peachtree Publishers**

**[melissa@peachtree-online.com](mailto:melissa@peachtree-online.com)**

# PR Committee Goals and Obstacles

## Goals:

- Increase Awareness
  - Development
  - Registration

## Main Obstacle:

- Breaking Through the noise

# Breaking Through the Noise

- Targeting the right people
- Paying it Forward
- Focusing Your Message
- Minding your Manners
- Think outside of traditional media

# Targeting the Right People

- Know your local media
- Newspaper list

# Breaking Through the Noise: Pay It Forward

What have you done for me lately?

- Develop a good relationship. How?
  - Establish yourself as reliable resource
- Brainstorm: what resources do you have access to?

# Focus Your Message

- Tie into the news
  - Keep Current
  - HARO <http://www.helpareporter.com/>
  - Press Release Grader <http://pressrelease.grader.com/>
- Brainstorm: News Tie-Ins

# Mind Your Manners

- Always ask "do you have a minute?"
- Never call a newsroom after 4 PM
- Keep emails and pitches short
- Be judicious about attachments

# Think Outside Traditional Media

Participate, don't pitch.

- Facebook group
- LinkedIn
- Twitter <http://twitter.com/nonprofitorgs>
- Blogs and Web sites:
  - <http://www.momsofga.com/>
  - [middlegeorgia.momslikeme.com/](http://middlegeorgia.momslikeme.com/)
- E-newsletters

# Questions?

Melissa Bloomfield  
[melissa@peachtree-online.com](mailto:melissa@peachtree-online.com)