

# How can we improve Public Relations in ringing and in our towers?

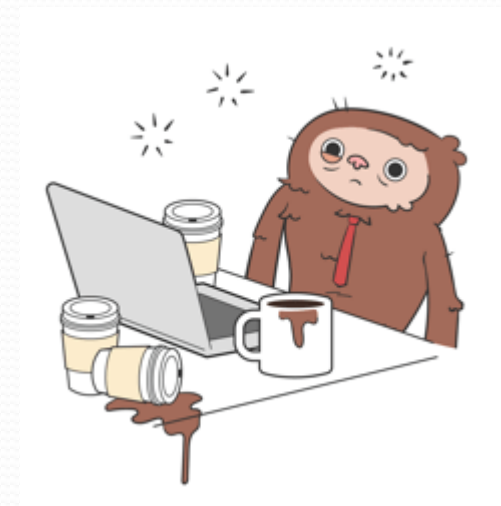
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Public Relations Officer



THE CENTRAL COUNCIL OF CHURCH  
**BELL RINGERS**

# Content

- What's the difference between PR and Marketing?
- Research and goals
- Planning
- Thinking creatively
- Tactics
- Which media to use
- Contacts list
- General principles
- Dealing with the Press
- Generating buzz
- Crisis management
- Examples from you and questions



# What's the difference between PR and Marketing?

- **Public Relations**
  - Research
  - Strategic planning
  - Publicity
  - Stakeholder liaison
  - Internal and external relations
  - Training
- **Marketing**
  - Product / Service
  - Price
  - Place
  - Promotion



# Research and goals

- **Using research to shape the plan**
  - Internal factors
  - External factors
  - What are you looking for?
  - Ask questions
  - Review existing materials
  - Search for other sources
- **Define your goals**
  - What is your key message?
  - What is your objective?
  - Who is your audience?
  - What response do you want to generate?
  - How are you going to share your message?



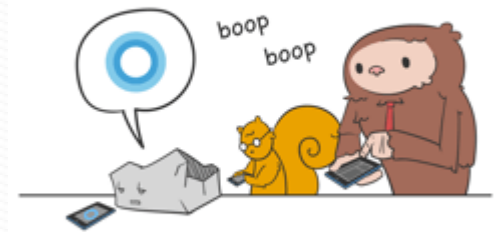
# Planning

- **Strategy**
  - Overview
  - Goals
  - Strategies
  - Target audiences
  - Target media
  - Recommendations
  - Next steps



# Thinking creatively

- Formulating ideas
  - Know what you're trying to accomplish
  - Get all the facts
  - Use your experience/expertise
  - Look for synergies
  - Take a break
  - Checklist
  - Feedback
  - Together



# Tactics

- Tie-ins
- Spotlight
- Contests
- Events
- Going Viral



# Which media to use

- Print
- Press release
- Radio interview
- TV appearance
- Social media
- YouTube
- Websites
- Exhibitions
- Presentations





# Contacts List

- Establish a contacts list
- Who to contact, when and how
- Having a “go to”
- Don’t mass send



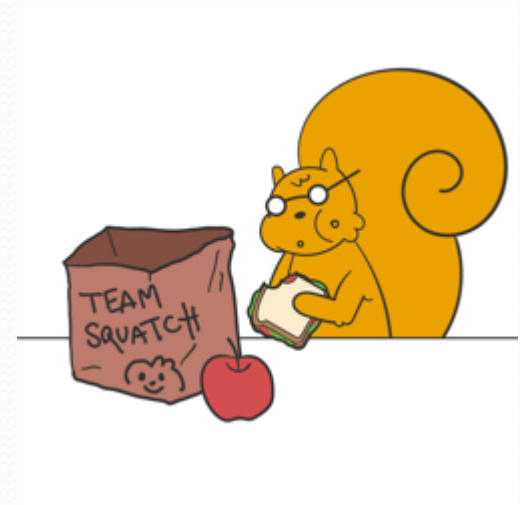
# General principles

- What
- Who
- When
- Language and style
- Quality
- Branding



# Dealing with the Press

- Deadlines
- Agendas
- Tie-ins
- Follow up



# Generating buzz

- Hubs
  - Experts
  - Social
- Tracking
- Personal experiences



# Crisis management

- Developing a plan
- Identifying a crisis
- Assessing
- Responding
  - Tell the truth
  - Be prepared
  - Be compassionate
  - Act quickly
  - Never say “no comment”
  - Return messages
  - Don’t avoid the press
  - Admit when something was wrong



# Your examples and any questions

Does anyone have any examples of good practice that they'd like to share?

Any questions?

