

Hey Hoe Let's Grow Socials



HOW TO PR LIKE A BOSS

NOT-FOR-PROFITS, CHARITIES & SOCIAL ENTERPRISES

Nov, 2025

HEY HOE LET'S GROW SOCIALS

HELLO, I'M LOU!



AOC + the first story tellers.

ABOUT ME/ BRIEF INTRO:
How I became a publicist.

I've worked: TV, Radio, Record Labels, Festivals, Events, NFPs
INCLUDING (present) Fifteen Trees, Food Is Free Inc., (past)
Happen Films, Sustain: The Australian Food Network.
Ran own PR firm for 18 years, Lance Rock Publicity.

What I love about PR.

What I love about PR in NFP world.



WHAT WE WILL COVER...



Why do PR? How to use PR for good? Best ROI.

What tools do you need?

What are the types of traditional media outlets available to promote your cause?



Who is your audience vs. Who is the media outlet's audience, ie pitching to the appropriate outlets.

Steps to pitch to print & online journalists, TV, & radio to secure an interview.



Crafting an effective press release + examples of good pressers. (**GROUP WORK**)

How to do an elevator pitch (mega important for radio/tv). (**GROUP WORK**)

Mock interview practice (**GROUP WORK**).

Note: Traditional media/PR is not social media.

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WHY ENGAGE IN PR & HOW TO GET BEST ROI

Media Strategy 101 - before you start your PR campaign: ask yourself...

1. What is your intended outcome? eg selling tickets to your event, raising awareness about your organisation, gain new volunteers, etc.

TIP: ROI can mean more than one of these outcomes listed.

2. Do you know the steps involved?

3. Do you have the time to invest in doing PR?

4. Who is the best staff/vol to do PR?

TIP: Identify best person to do the media interviews once secured - hint it's not always the one who wrote the presser/contacted media.



Q. What is your **KEY** message for a media release, radio spot, blog, podcast interview, etc? Keep referring to it. Repetition gets your message across.

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HOW TRADITIONAL MEDIA (PR) WORKS



01

Tools you will need :

- PR is a contacts based industry - an up to date media database is **VITAL**,
- Research appropriate radio programs, identify journalists you should have on speed dial to get behind your cause, nurture media relationships etc.
- Regularly search online for new media database contacts to add.



02

TIP: Always thank media - they remember! Establish healthy relationships with key media.



03

Good PR practice:

Timing + good contacts + finger on the pulse + knowing your audience + knowing the media outlet's charter/purpose knowing who their audience is & how to deliver your message to amplify your message = success!



04

TIP: make your pitch topical if you can re the current newscycle.



TYPES OF MEDIA OUTLETS : PR

TV interviews:

These are very daunting & stressful experiences, especially if live to air. Concentrate on what you are saying and be mindful of it being most likely a 3 min (max) interview.



Radio/Podcast interviews:

These are very daunting & stressful experiences, especially if live to air. Concentrate on what you are saying and be mindful of it being most likely a 3 min (max) interview.



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Print interviews:

These are usually face to face (sometimes online or over the phone). The journo will ask you a series of questions. Often these will be repeated every single interview eg : what is your organisation and what is the cause? So you can anticipate the questions and build a library of answers in your brain. **TIP:** When they say "this is off the record" - it's not.

TIP:

All types of media interviews are VERY scary - but the more of them you do, the better you will become, and your delivery will more relaxed. Take a cheat sheet with you always! Remember to BREATHE - and try to pretend you are just chatting with a mate.



HOW TO PITCH TO PRINT & ONLINE JOURNALISTS, TV & RADIO PRODUCERS/PROGRAMS TO SECURE AN INTERVIEW IN 5 EASY STEPS.

1 Write killer **ENGAGING** press release.

2 Get someone to **PROOFREAD**/edit.

3 Craft email message to recipients.

4 Send via email or **CRM**, (such as Mailchimp),
to your media database.

5 Include in the email text your offer of interviews
+ who to contact.



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YOUR AUDIENCE VS THEIR AUDIENCE : MARRYING THE TWO



One of the real tricks is to know your audience, and how it can plug into a specific media audience.

Pitching to a sports-only radio station, for example, is a total waste of time/energy, if your org has nothing to do with sport.

Know their audience - know your audience to work out where the synergy is.

Determine why they would want to interview you/your cause.





GOOD PRESS RELEASES

Be clear - what exactly are you pitching? eg events, fundraising drive, riding a newscycle wave?



Identify your 'Key message'.

Stick to the point: less is more.

Keep your media release to 1.5 pages (max).



Speak/write with passion.

Use facts/metrics to prove your impact, and proof of why your org is needed in our community.



Don't reveal every detail - that's what interviews are for!

Include quotes from appropriate workers/vols

Show off your wins - have a media page on your website, announce media appearances on socials so supporters tune in/read it etc.

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EXERCISES

Write an ELEVATOR PITCH in under 20 words that sums up your charity, or a charity you know.



Write a SHORT killer press release on an event you have hosted/fictional event using the WHO, WHAT, WHERE, WHY, HOW principle.



FINAL EXERCISE...



Let's practice a radio interview



Let's practice a print interview



Let's practice a TV interview

