

# Developing a Strategic PR Plan for Your Chapter

Public Relations Strategic Planning for  
Chapter Leadership





# Agenda

The Value of Earned Media  
Goal-Setting for PR Success  
Program Execution  
Effective Media Outreach  
Evaluation

# The Value of Earned Media



# What is Earned Media?

Publicity gained through media outlets' organic channels, rather than paid insertions

- **Earned:** Article inclusion, interview during scheduled programming
- **Paid:** Advertising, sponsored content



# The Value of Earned Media

- Positive coverage elevates your chapter and ICF
- When you earn coverage in a media outlet, you benefit from:
  - Its influence
  - Its audience reach and platform
- The time to plan for 2020 media strategy is **now**



LEADERSHIP

## An Unvirtuous Cycle: Addressing the Attrition of Female Leaders With Training and Coaching

July 24, 2019 • Taryn Oesch, CPTM • 4 min read



# Goal-Setting for PR Success



# Goal-Setting for PR Success

Define the purpose of your media outreach:

- Increase awareness of coaching
- Increase participation for International Coaching Week events
- Grow your chapter

# Goal-Setting for PR Success

A media strategy will provide the road map:

- Defines goals
- Engages stakeholders
- Translates goals into actionable tactics for execution
- Sets measurable results





# Program Execution



# Program Execution



## Team

Roles and responsibilities  
Media research, outreach, interview prep, spokesperson



## Timeline

Planning ahead



## Opportunities

Planned coverage (editorial calendars), target media, reporter relationships



## Monitoring Activity

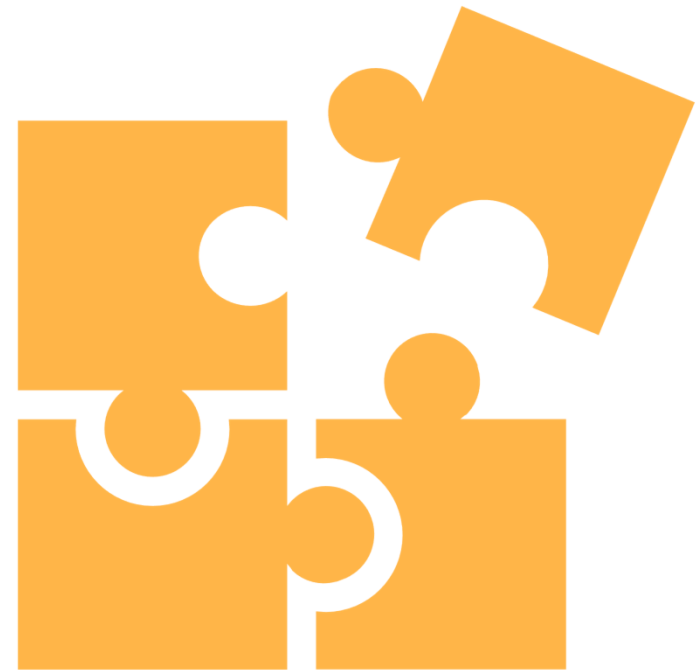
Share the plan with your team  
Check in for progress

# Effective Media Outreach



# Effective Media Outreach

- The media may not care about coaching stories or events
- We have to give them reasons to care, aligned with their editorial interests/focus
- Example:
  - International Coaching Week



# Effective Media Outreach

- Are you introducing a new topic or concept?
- If not, are you offering new and interesting sources of information, or a unique perspective?
- How does your information fit into a trend or other news story?
- If your news is an event, who should be aware of it? Are you driving attendance or providing a post-event report?

**The Big Question: Why Should Anyone Care?**

# Effective Media Outreach

Before you begin:

- Evaluate your story
- Identify your audience
- Select the right news outlet and reporter
- Consider desired outcomes
- Determine the best format
- Access resources from ICF



# Evaluation



# Evaluation

- Common metrics for media coverage:
  - Outlet influence
  - Outlet reach
  - Audience engagement
  - Audience takes desired action
  - Growth in coaches and/or chapter members
  - Growth in coaching clients





# Final Thoughts



# Final Thoughts

- Positive coverage elevates your chapter and ICF
- Start with goals and desired outcomes
- Make it relevant
- Measure the impact
- The time to plan for 2020 media strategy is now



**Thank You**



# Contact ICF

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