



How to Get the Word Out

For many Town topics, events and issues, we begin the process of getting the word out by notifying the news media and preparing a news release (see “How To Write a News Release”). There are lots of creative ways to inform and engage the public beyond the traditional news release.

The Message

Before you start trying to get the word out, it is important to be clear about the message you are trying to convey.

Check out the “How to Create a Communication Plan” guide for tips on how to do this.

Some considerations:

Talking Points.

- What is your goal?
- What do you want people to learn? To do?
- Do you need a "call to action"?
- Why should I (or my neighbor) care? Who is the best messenger? Who will your audience listen to?
- Will an info graphic assist with your message?
- Is your message concise? simple? compelling?

Translate “data speak”

Values-based communication: Instead of starting off with problems, start out with shared values.

Power of a story

Tactics and Tools

- News releases
- Website
- E-news
- Blogging
- Social media
- Advertising
- Signage
- Billboards
- Direct mail
- Media briefing
- Media availability
- Newspaper/blog columns
- Radio interviews
- FAQ list
- Send fliers home with students
- Posters
- Vinyl banners
- Photographs and video
- Electronic signatures
- Audio and video PSAs
- Hang tags on garbage cans
- Pizza box stickers
- Web calendar
- Newspaper column
- Speaker’s bureau
- Partner with groups
- Embed videos in email
- Take messages door to door
- Set up tables at school sporting events
- E-mail listservs
- Movie theater ads
- Postings at parking lot kiosks and shelters
- Announcements at Council meetings
- Online survey

A creative approach

The UNC Welcome Center recruits volunteers (pictured here, Council Member Lee Storrow) to welcome new students and their families.

They are outfitted with an apron fashioned with large pockets supplied with maps, restaurant guides and more.

