

# PUBLIC RELATIONS TOOLBOX

## CHOOSING THE RIGHT TOOLS FOR THE JOB

- What's your goal?
- What's your message?
- What's the best way to reach the audience(s)?
- What's your budget?
- What's your timeline?
- What worked or didn't work in the past?

## OUTREACH TOOLS

- Collateral material (posters, flyers, brochures, etc.)
- Fact sheet
- Infographic
- FAQs & Q&As
- Polls, surveys & research
- Issue briefs
- Photovoice
- Website
- Newsletter & E-blasts
- Advertising
- Public Service Announcement (PSA)
- Direct mail
- Special event
- Town hall meeting
- Social media

## MEDIA TOOLS

- Press release
- Media alert
- Media pitch
- Opinion Editorial
- Letters to the editor
- Editorial board meeting
- Deskside briefing
- Media interviews
- Press conference



**DELIVERING CHANGE THAT MATTERS**

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