PR Made Easy:
TIPS, TRICKS AND TEMPLATES FOR SHARING YOUR STORY
Sniffing Things Out:

- Dogs appear in one out of every three commercials on television.

- Animals have been a part of some of the most successful PR and marketing campaigns in history—for brands that have little, if anything, to do with pets.
  - Think Telus, Budweiser, Royale Tissues

- Pet adoption has never been more popular as celebrities like Charlize Theron, Ryan Reynolds, Kristen Bell and Bradley Cooper are proud advocates and rescue pet parents.
The Long and Short of It:
You have unlimited access to so much of the most sought-after content in today’s complex media market.
“But I’m already really, really busy saving the lives of pets. Why do I need to do PR?”
A Menagerie of Stories
The Usual Suspects:

Adoptable Pets
Many animal welfare groups have weekly or monthly columns or features in a local paper/TV station/radio show featuring adoptable pets at the shelter looking for homes.

Happy Tails
Stories about pets finding their forever homes and families are also popular content shared very well by the animal welfare industry.

Community Events
Adoption Events, Bake Sales and Signature Fundraising Events, Pooch Parades and more are all community events that local media love to cover.
But you have SO many other great stories to share.
Small Grants, Big Challenges & More:

Small Grants, Big Stories
A small donation can be big news if it has a unique purpose or came from a special donor. Don’t be afraid to tell media about even the smallest of gifts, as long as it comes with a good story and a photo.

Celebrating Ingenuity
NWT SPCA was performing S/N in a staff kitchen. Volunteers transport pets in their own cars all the time. Share your challenges and solutions to inspire donations and build community awareness.

New, First, Only, Best
Public relations is built upon things that are new, a first, an only or the best. If your shelter got new cat kennels, hired a new veterinarian, won an award, is offering its first low-cost spay neuter clinic—share it with your local media.
Milestones & More:

Milestone Moments
Whether it’s your 1,000th adopted pet, your 5,000th spay/neuter surgery or the 5th anniversary of your organization, milestones provide perfect PR opportunities.

Calls to Action
Whether it’s a pet food drive, or a need for foster homes for a large rescue effort or kitten season, a call to action is quickly answered by pet loving people.

Partnerships
Whether it’s partnering with a veterinarian to offer a micro-chipping clinic or working with a women’s shelter to foster the pets of survivors of violence, partnerships make great stories and are offering a service to the community.
PCC Year over Year Story Breakout:

2016
- NAW
- Grants

2017
- Adoptions
- Holiday

2018
- Other
The Email Pitch:

75% of the time, you don't have to issue a media release. Instead, “pitch” your story to journalists via a short email.

- Address it to the reporter/journalist by name
- Keep it short. Rule of thumb is about 190 words total
- Tell the reader what they need to know and why it would make a great story
- Don’t be afraid to use pet puns (sparingly) and emotional hooks
- Steer clear of jargon, short forms or buzzwords like s/n, AWO, TNR
- Be accessible for interviews, follow up questions and camera visits
- Have a warm relationship, but maintain professionalism always.
Hello [Mark],

On Thursday, April 18th, faculty and students at McMaster University will be throwing a retirement party to bid farewell to a member of the university community who has made a significant impact on their lives.

The PAWTy is for Liam, a beloved therapy dog who for the last four years has been bringing comfort to students and staff. I invite you to join us at Liam's Retirement PAWty, where you can celebrate with dog-friendly cake, chat with students who have personal stories about Liam and of course meet Liam the Library Therapy Dog himself.

While Liam is hanging up his vest, the Dogs at MAC program, in partnership with the Hamilton Burlington SPCA, will continue to see therapy dogs service the campus as the program recently received a $10,000 grant from PetSmart Charities of Canada. This grant will help to expand the program by welcoming more dogs to McMaster.

We hope to see you on Thursday. Here are my contact details in case you need any additional information.
Carrie
647-221-1234
catrembinski@petsmartcharities.org
The Media Advisory

Six Key Pieces of Information:

- **What**: Paragraph on what’s happening. Grand opening, adoption event, s/n clinic etc.
- **Who**: Who will be at the event? Dignitaries? Politicians? Spokespeople? Pets? Names & Titles
- **Where**: Location (Shelter? Park? Other?)
- **When**: Date and Time, be precise.
- **Why/How**: Summary of why the event is happening. To find pets homes. To provide affordable veterinary care.
- **Photo Opps/Visuals**: Tell the media what they can expect to see. 40 adoptable pets, including dogs, cats, guinea pigs and more. A mobile S/N truck. Etc.
FOR IMMEDIATE RELEASE
March 15, 2013

Contact: Megan Tucker
Media Contact
(818) 207-8714
mbtucker@bu.edu

Media Advisory

What: Boston will host the 117th Boston Marathon, the world’s oldest annual marathon and one of the world’s most prestigious road racing events. The Boston Athletic Association manages the race, sponsored by John Hancock Financial Services. To qualify, participants must run a qualifying time at a certified marathon beginning September 25, 2011. Spectators line the 26.2-mile course to cheer on runners. The race occurs on Patriot’s Day, a state holiday in Massachusetts.

Where: The race begins in Hopkinton, following Route 135 through Ashland, Framingham, Natick and Wellesley. It continues through Newton along Commonwealth Avenue, Beacon Street and through Kenmore Square before the finish line at Copley Square near the John Hancock Tower.

When: Monday, April 15th 2013 from 9 a.m. until the last runner finishes

Who: Approximately 27,000 runners are participating in the race and an expected 500,000 spectators. Runners represent all 50 states and more than 60 countries.

Photo Oppt: The first five runners to complete the race will gather in front of the Hancock Tower to pose with the BAA’s President.
A News Release is the most formal media outreach tool.

It’s similar to an advisory, but longer, and written more like an article that could be cut and paste directly into the newspaper.

Should be factual and conversational. Includes quotes from key spokespeople.

Don’t bury the lead. Make sure the first paragraph tells the most important part of the story.
A picture is worth one thousand words.
A Picture is Worth 1,000 Words:

- Whether you’re issuing a press release or making social post, a photo is mission critical to engagement.
- The quality of the photo you share on social media or with local media outlets has the power to make or break the popularity of a story.
- Make sure it is clear, high resolution, and evokes emotion. Take care with the background of the photo as well.
- Apps that can help: Instagram, Snapseed, Afterlight or just using filters/crop tools.
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Harnessing the power of social media.
How Social is Changing Animal Welfare:
Top 5 Tips for Social Media

1. Do your homework. Follow brands you love, and fellow animal welfare groups to see how they are engaging on social.
2. If you are just starting out, choose one channel and do it well. (Facebook or Instagram)
3. Have a plan. Doesn’t have to be long or complex, but know what you are trying to achieve.
4. Test and learn. What posts engage your followers the most? Use the response to guide your content.
5. Be transparent, authentic and positive in tone to minimize potential issues.
Rescues Rock at Social:

Don't be afraid to make requests

Create events

Be transparent

We are very serious about puppy sitting.
Three Great Resources:

**MASHABLE**
https://mashable.com/2016/08/10/social-media-shelter-animals/#7HRyM9E8OkqQ

How social media makes shelter animals less invisible

**#FindYourFido**
https://secure.aspca.org/take-action/find-your-fido

Right now, millions of dogs, or “Fidos,” are waiting patiently in shelters across the U.S. for their chance to find the right match. These Fidos come in all shapes, sizes and personalities: They are potential movie marathon cuddle buddies, early morning runners and semi-professional nappers, all waiting to find love—and they need our help. For the month of Adopt a Shelter Dog Month,

**ANIMAL SHELTERING.ORG**
https://www.animalsheltering.org/magazine/articles/awesome

#Awesome

Saving pets! Saving by getting social media right.
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