

Community Outreach – A Great Publicity Tool

BY JULIA-ISABEL DAVENPORT



Recently a group of people attended the seminar "Learn How to Plan Your Publicity through Community Outreach." The interesting mix of businesses and non-profits quickly learned how they could help each other and generate publicity for themselves. Community outreach encompasses everything from holding a blood drive to organizing a silent auction. Whether you give an educational seminar or an award, community outreach is the best tool to help you consistently plan publicity opportunities through the year.

During the two-hour workshop the eleven attendees were exposed to eleven newsworthy angles they could use for publicity. The next aspect was reviewing what they could do with dates that are unique, such as Good

Neighbor Day or National Ice Cream Day, identified in the 2007 Publicity Planner they received. This began the dynamics of how they could work together and tie in with a particular date. Each attendee was challenged to fill in their calendar with one community outreach effort each month, creating an opportunity for publicity each month. The last portion was to write a release announcing the effort, creating publicity for both the non-profit and the business.

In attendance was JoAnn Richi of AICC, specializing in bariatric counseling, and Clinica Adclante, a non-profit clinic serving the lower income population throughout the valley. Steve McCarty of Do It Now Media Productions wants to film public service announcements for non-profits. Christina Coury of Homes Complete, the Design

Concierge, specializes in creating delightful environments. Do you see the possibility of these four groups working together? Steve could videotape JoAnn in a room decorated by Christina for Clinica Adclante.

Other attendees included Dr. Denise Mills who is looking for students for her Progressive Dental Academy, and Lesley McKinley of Starshine Academy, a charter school in a disadvantaged area. Perhaps the two academies could work with each other providing career opportunities for students as well as education on dental health. As an industrial designer, Braden Jones of XPD could demonstrate various methods of utilizing office products for

maximum efficiency to the students getting ready to go into the "real world." Michael Permoda of General Garage Door could create internships for Starshine Academy students.

Mollie Rivers of Empire Southwest Foundation has a unique opportunity to impact her community. With

established parameters, the Empire Southwest Foundation is already designed to provide community outreach through various grants.

Community outreach is the most powerful tool in planning your publicity. Think about who you know in your network and consider partnering on a community outreach effort to create publicity opportunities for everyone.

If you would like to learn how to plan your publicity through community outreach, ASBA and Julia-Isabel Davenport of Maximize Your Publicity, LLC will be offering the class again this summer.

Julia-Isabel Davenport, MBA is the owner of Maximize Your Publicity, LLC. For more information on planning your publicity visit her website at www.MaximizeYourPublicity.com or call 623-572-8201. ▲