LAI CHAPTER MEDIA RELATIONS PROGRAM
ACTIVITY UPDATE
LEW, SAN DIEGO 10/1/2015
GOALS

EXTERNAL

Begin building awareness of LAI chapter members in traditional local media, local social media, and through professional channels

INTERNAL

Increase member engagement with LAI web and social media

STRATEGY

Illuminate the significant work and achievements of members and chapters, underscoring the evolved LAI brand

KEY MESSAGES – EXTERNAL AND INTERNAL

The value of LAI, demonstrated in the significant work and achievements of LAI members

The relevancy of LAI, demonstrated in new identity, website design, brochures, and other communication tools

The appeal of LAI, demonstrated by connecting professionals, sharing knowledge and advancing best practices throughout the society
CHAPTER TOOL KIT

Media release template, tailored for each Chapter

Media Release Example – Laurie Marston Award

Media Release Breakdown Tutorial

Media connectivity recommendations

Sample media relations release plan

Media matrix checklist

Key Tactical Opportunities for Your Chapter
MEDIA RELEASE TEMPLATE, TAILORED FOR EACH CHAPTER

FOR IMMEDIATE RELEASE

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Laurie B. Marston, FAICP, has been named International Member of the Year of Lambda Alpha International (LAI) [link to www.lai.org], the honorary society of distinguished professionals in all fields related to the use and development of land.

Laurie Marston received this international award during the semi-annual Land Economics Weekend in Washington, D.C.

Ms. Marston, a member of the Chicago (Ely) Chapter [link to www.ely-chicago.org] of LAI, and Principal, Laurie Marston & Associates, Highland Park, IL – [link to www.linkedin.com/in/lauriemarston] was recognized for her longstanding and dedicated service to the Ely and regional Chapters of LAI, and for her international leadership in LAI.

Her citation is as follows:

“In recognition of steadfast support to the Ely Chapter and Lambda Alpha International while epitomizing the maxim of Richard T. Ely [link to www.lai.org/about/history] that “the law of society is service.” As Midwest Regional Vice President and now as International Secretary, she has provided strong regional and international leadership. In the Ely Chapter she has held many offices and currently is a trusted senior advisor providing guidance to chapter leaders. With deep appreciation, the Society is pleased to recognize her longstanding and dedicated service.”

The Award was presented at the LAI Land Economics Weekend in Washington, D.C. by James A. Fawcett, PhD, FLAI [link to www.jafawcett.com] Chair, LAI International Awards Committee.

Laurie Marston was recently elected into the 2014 College of Fellows American Institute of Certified Planners [link to www.planning.org/faicp] the highest honor of the AICP. She was selected and gave these presentations at the 2013 American Planning Association National Conference: “Defensible, Ethical Decision Making for Plan Commissioners” and “Burnham’s 1909 Plan of Chicago.”

For more information about LAI and to arrange an interview with Laurie Marston, please contact (TBD).

Attached: Laurie Marston (DSC_0181); Marston and Fawcett (DSC_0183)

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About LAI

Lambda Alpha International (LAI) is the global network for distinguished professionals in all fields related to the use and development of land. LAI is committed to promoting best practices and making a difference in our communities. The 2000-plus members of LAI make valuable connections locally and with peers worldwide. LAI has a growing network of Chapters in the United States, Canada, Europe, and Asia. Local Chapters offer a variety of programs with top speakers, relevant forums, and events.

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For more information about LAI and to arrange an interview with Laurie Marston, please contact (TBD).

Attached:

Laurie B. Marston, FAICP  Laurie B. Marston, FAICP; James A. Fawcett, PhD, FLAI

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LAI CHAPTER MEDIA RELEASE TUTORIAL

MEDIA RELEASE BASICS:

MEDIA RELEASE SHOULD BE ONE PAGE IN LENGTH.

INCLUDE RELEVANT LINKS (TO PAGES NOT A SITE) SO MEDIA CAN EASILY VERIFY INFORMATION.

INCLUDE PHOTOS IN TWO FORMATS; WEB-RESOLUTION AND HIGH RESOLUTION.

INCLUDE CONTACT INFORMATION FOR FOLLOWUP INTERVIEWS.
A. ALWAYS BEGIN WITH THIS PHRASE TO INDICATE YOU ARE PROVIDING IMPORTANT NEWS WORTH PUBLISHING IMMEDIATELY

FOR IMMEDIATE RELEASE

B. WRITE A COMPELLING HEADLINE

Headline

Think newspaper headline. Make sure this highlights the crux of the story.

City, State/Country - Month Day, Year

These details precede the story and orient the reader.

Chicago, Illinois, 10/1/2015

CHICAGOLAND CITY PLANNER RECEIVES INTERNATIONAL LEADERSHIP AWARD

C. IDENTIFY THE SUBJECT OF THE RELEASE (PERSON OR EVENT), ORGANIZATION OR FIRM THEY ARE ASSOCIATED WITH....

ALONG WITH ANY APPROPRIATE LINKS

Laurie B. Marston, FAICP, has been named International Member of the Year of Lambda Alpha International (LAI) [link to www.lai.org], the honorary society of distinguished professionals in all fields related to the use and development of land.
D. IDENTIFY LOCATION AND TIMING – INCLUDE DATE IF RELEASE CLOSELY FOLLOWS

Laurie Marston received this international award during the semi-annual Land Economics Weekend in Washington, D.C.

E. IDENTIFY FIRM/ORGANIZATION(S) CONNECTED TO THE INDIVIDUAL. INCLUDE LINKS.

Ms. Marston, a member of the Chicago (Ely) Chapter [link to www.ely-chicago.org] of LAI, and Principal, Laurie Marston & Associates, Highland Park, IL – [link to www.linkedin.com/in/lauriemarston] was recognized for her longstanding and dedicated service to the Ely and regional Chapters of LAI, and for her international leadership in LAI.

F. INCLUDE RELEVANT “WHY” DETAILS AND KEY INDIVIDUALS TAKING PART IN THE EVENT, OTHER HIGH LEVEL BACKGROUND INFORMATION

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G. INCLUDE CONTACT INFORMATION FOR THE INDIVIDUAL, OR, AN INDIVIDUAL IN YOUR CHAPTER COMFORTABLE SPEAKING WITH MEDIA

For more information about LAI and to arrange an interview with Laurie Marston, please contact (TBD).

H. ATTACH RELEVANT PHOTOGRAPHS IN HIGH RESOLUTION FOR PRINT PUBLICATIONS; LOW RESOLUTION FOR WEB USE. ZIP-FILE PHOTOS TO PROTECT THE IMAGES.
I. HASHTAG (###) IS THE UNIVERSAL SYMBOL USED AT THE END OF A NEWS RELEASE

###

J. INCLUDE THIS BRANDING PARAGRAPH ABOUT LAI AND THE LOCAL CHAPTER – THIS MATERIAL CAN GO ON A SECOND PAGE

About LAI and The Chicago Ely Chapter

Lambda Alpha International (LAI) is the global network for distinguished professionals in all fields related to the use and development of land.

LAI is committed to promoting best practices and making a difference in our communities.

The 2,000-plus members of LAI make valuable connections locally and with peers worldwide.

The Chicago Ely Chapter is one of a growing network of Chapters in the United States, Canada, Europe, and Asia. Ely Chapter offers a variety of programs throughout the year with top speakers, relevant forums, and special events.
MEDIA CONNECTIVITY – IT’S ALL ABOUT CONNECTIONS

Look for an online media guide in your market for names and contact info

Traditional media; Online, Social media

chicagomediaguide.org and communitymediaworkshop.org/mediaguide
is a cost-effective resource for contacts in the Chicago, metro and adjoining state area
Option: Press Release distribution services such as SBwire … PR.com…. Business Wire …. PRWeb

Option: PS&A is available to advise your chapter on media relations

**BEST PRACTICES – PUBLICITY PLAN EXAMPLE**

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<thead>
<tr>
<th>Outlet</th>
<th>Phone</th>
<th>E-mail</th>
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<tbody>
<tr>
<td>Chicago Sun-Times City Desk</td>
<td>312-321-2522</td>
<td>metro@suntimes. com*</td>
<td>312-321-3084</td>
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<tr>
<td>Chicago Tribune City Desk</td>
<td>312-222-3540</td>
<td><a href="mailto:chicagoland@tribune.com">chicagoland@tribune.com</a></td>
<td>312-222-4674</td>
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<tr>
<td>Southtown Star Newsroom</td>
<td>708-633-6777</td>
<td><a href="mailto:news@southtownstar.com">news@southtownstar.com</a></td>
<td>708-633-5999</td>
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<tr>
<td>Daily Herald</td>
<td>847-427-4542</td>
<td><a href="mailto:news@dailyherald.com">news@dailyherald.com</a></td>
<td>847-427-1301</td>
</tr>
<tr>
<td>Daily Herald, Deputy News Line</td>
<td>847-427-4515</td>
<td><a href="mailto:ddugrey@dailyherald.com">ddugrey@dailyherald.com</a></td>
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<tr>
<td>Daily Herald, After Hours Tip Line</td>
<td>847-427-4440</td>
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<td>Outlet</td>
<td>Phone</td>
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<tr>
<td>WBBM-TV (Deidra White)</td>
<td>312-899-2454</td>
<td><a href="mailto:drwhite@cbs.com">drwhite@cbs.com</a></td>
<td>312-849-7454</td>
</tr>
<tr>
<td>WFLD-TV (Tiffany Smith)</td>
<td>312-565-55</td>
<td>tiffany.smith@foxtv. com</td>
<td></td>
</tr>
<tr>
<td>WGN-TV</td>
<td>773-883-7832</td>
<td><a href="mailto:wgnvtinfo@tribune.com">wgnvtinfo@tribune.com</a></td>
<td>773-883-3390</td>
</tr>
<tr>
<td>WLS-TV (Len Prazak)</td>
<td>312-750-7175</td>
<td><a href="mailto:wls.planning@abc.com">wls.planning@abc.com</a></td>
<td>312-899-8019 (prefers fax)</td>
</tr>
<tr>
<td>WMAQ-TV (Pam Oliver)</td>
<td>312-836-5575</td>
<td><a href="mailto:pam.oliver@nbcuni.com">pam.oliver@nbcuni.com</a></td>
<td>312-527-5925</td>
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ELY CHAPTER, CHICAGO; LAURIE MARSTON AWARD STORY

**Create a Matrix of traditional and online media options**

*Identify local publications and reporters specializing in business / land economics*

Black Enterprise Magazine -
Bloomberg Business News –
Chicago Sun-Times –
Chicago Tribune -

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Crain’s Chicago Business –
Daily Herald Business Ledger –
Illinois Business Journal –
MarketWatch (DowJones online) –
WBBM-AM – WWWN-FM
WBEZ-FM
WGN-AM
WVON-AM
ABC-TV
CNBC-TV
WCIU-TV
WMAQ-TV
WFLD-FOX TV

**Identify local online publications and bloggers that are business or profession related**

chicagobusiness.com
robertfeder.com

**Identify community publications where the individual has an office / or resides**

Highland Park Life
Highland Park Beacon
Identify print and online channels related to the individual’s profession

- American Planning Association
- Planners Network

Identify other markets where the individual may be known or, works professionally

KEY TACTICAL OPPORTUNITIES FOR YOUR CHAPTER

- Announcement of new members
- Announcement of new board members
- Announcement of local member honors, achievements and LAI awards
- Special program announcement and post event publicity
- Post news, photos, videos and reports from LEWs
Ensure that each member has completed their LAI database file to strengthen internal knowledge and broaden communication opportunities.

QUESTIONS?

PS&A