

## Hungry for Good PR?


Your Recipe for a Successful  
PR and Media Program

Tasha Beauchamp, MSc: Elder Pages Online, LLC  
Greg Jena: Family Hospice & Palliative Care  
Amy Tribbett: Center for Hospice Care  
Beverly Crawl: Delaware Hospice


## When is PR like a fine Italian meal?

- Fresh local ingredients
- Sustainably farmed
- Favorite recipes
- Simmered slowly on the back burner
- High social interchange






Pittsburgh, PA  
www.FamilyHospice.com



- Established 1980
- Independent, community-based, nonprofit
- Serves nine counties in Western PA
  - Leading provider (40 hospices)
- Five office locations, incl. two inpatient centers
- ADC: 460 / Annual: 3,600




**Greg Jena**  
Manager, Marketing & PR  
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## Building from the Ground Up

Start Internally:


- Identify areas of expertise
- Identify your organization's experts



## Building from the Ground Up

Start Internally:

- Provide coaching and likely questions
- Prepare & distribute "Guide" to experts for media



## Building from the Ground Up


Know Your Media:

- Identify outlets, contacts, beat reporters
- Think of non-traditional outlets
  - "Bigger" not always "better"
- Establish and grow relationships
- Track media coverage of other hospices and health care

### Building from the Ground Up

Establish Your Hospice as Expert:

- Pitch story ideas
  - Original and news-based
- Become the go-to source



### Building from the Ground Up

Establish Your Hospice as Expert:

- Be aggressive! – it's OK to shoot and miss
- Be detailed and prepared
- Show exceptional customer service



### Building from the Ground Up

Connecting with Media:


- You / your department are first line of contact
- **Radio:** constant public service needs
  - Presence at your events?




### Building from the Ground Up

Connecting with Media:


- Bring the reporters needs to you:
  - ProfNet™ (subscription)
  - HARO (free)



### Building from the Ground Up



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CenterForHospice.org  
 1-800-HOSPICE



**Amy Tribbett**  
 Director of Marketing & Access  
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- Independent, not for profit, established in 1978
- Eight counties in northern Indiana
- ADC of 335
- 28 hospices in our territory
- If you're *not* Notre Dame, it's a tough media market 🍀

FHPC / AT

### PR is More than a Press Release

The art of building a relationship:

- Show your face
- Set up monthly meetings
- Offer suggestions...not the final product
- Be patient
- Create a balance

FHPC / AT

### PR is More than a Press Release

What a Reporter Wants:

- Understand each outlet's guidelines
- Reach the right reporter
- Be proactive
- Don't ask to see the final product

FHPC / AT

### PR is More than a Press Release

Why PR?:

- It's FREE
- Mass audience reach
- Builds brand awareness
- Increases credibility




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### PR is More than a Press Release

When a Reporter Gets it Right:

- South Bend Tribune Case Study
- 3-months from pitch to front page

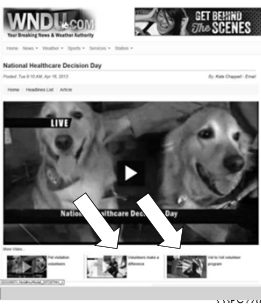


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### PR is More than a Press Release

When a Reporter Gets it Right:

- WNDU (NBC affiliate)
- Began with in-person visit to station
- Ended with four stories
  - We Honor Veterans
  - Pet Visitation
  - National Healthcare Decisions Day
  - Volunteer Recognition Award Recipient




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### PR is More than a Press Release

When a Reporter Gets it Wrong:


- WNDU – a “photo journalist’s” story



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## News Media Can Use



**Delaware State News**  
Wednesday, November 20, 2013

**Nursing students discover rewards of hospice care**  
By Beverly Crowl

MILFORD — "Determined, professional, and compassionate," are words that describe the hospice nurses I've encountered in a classroom where I've supported for the last 20 years and beyond, and you know it's never like that in reality. They are nurses and hospice hospice care.

**National Recognition Days National Nurses Week**

## News Media Can Use

**MILFORD CHRONICLE**

**Delaware Hospice hires local new staff**

MILFORD — With the Delaware Hospice Center now open and serving the community, and...

**Staff Announcements**

**Fundraising Events**

**State News SUNDAY**

**Festival of Trees a Delaware Hospice tradition**

Event puts visitors in the holiday spirit and raises funds for a good cause

## News Media Can Use



**When a pet ages**

Delaware Hospice seminar aims to help animal owners plan for care with death of their four-legged friends

## News Media Can Use

### The Value of a Good Press Release

*Good press releases have the facts, a coherent presentation, and zero hyperbole.*


-Randy McClain, The Republic



## News Media Can Use


### 10 Tips to Writing a Good Press Release

1. Good Headline.
2. Order. Get to the point in 1<sup>st</sup> paragraph.
3. Don't overwrite--focus on facts and quantify.
4. Inform. Don't promote.
5. Provide links, photos, video.




## News Media Can Use

### 10 Tips to Writing a Good Press Release

6. Include quotes. 
7. Length: 1 page preferred; 2 pages max.
8. Make it relevant. Think like a reporter.
9. Include contact information and boilerplate.
10. Share through email, web, and social media.

## News Media Can Use


Sample Press Release



**16 Polly Drummond Center, Newark, DE 19711**  
[www.delawarehospice.org](http://www.delawarehospice.org)

**PRESS RELEASE: January 22, 2014**

**A "Ride for Delaware Hospice" Spin-a-Thon Fundraiser will be held at the Freeman Fitness Center in Bethany Beach on Saturday, February 22nd**



A "Ride for Delaware Hospice" Spin-a-Thon fundraiser will be held on Saturday, February 22nd, from 8 a.m. to 12 p.m., at the Resort Queen Sea Colony's **Freeman Fitness Center**, 18994 West Way Drive, Bethany Beach, DE 19910.

There will be four spinning sessions between 8 a.m. and 12 p.m. Participants in the "Ride for Hospice" Spin-a-Thon will purchase 45-minute time slots for \$25 within one of those sessions. Riders will also be encouraged to raise money through pledges.

Michael Pitts, Assistant Activity and Fitness Manager, said, "We are so excited to support such a great organization as Delaware Hospice. From personal experience I realize the care they provided family members. The Delaware Hospice Center is a beautiful place and we will always remember the awesome experience we had there."

Sponsorship opportunities include ads on the Resort TV station, Channel 78, the Sea Colony's website, [www.seacolonyrecreation.org](http://www.seacolonyrecreation.org), and the option to have your business recognized at the event.

## News Media Can Use

Sample Press Release

If you are participating in this event in honor or memory of someone, there will be a place card available to hand on your table during your time slot.

Proceeds of the event will benefit Delaware Hospice, helping the only not-for-profit hospice in Delaware continue to provide programs and service to people in need.


For more information, contact the Freeman Fitness Center at 302-536-4511 or Jen Neal at [jennfor\\_neal@seacolony.com](mailto:jennfor_neal@seacolony.com) or Michael Pitts at [Michael.Pitts@seacolony.com](mailto:Michael.Pitts@seacolony.com) or go to <http://www.seacolonyrecreation.org>

**About Delaware Hospice**  
 Since 1982, Delaware Hospice has provided exceptional care and support to 44,000 patients and their families. Its mission is to help each patient, each day, live the fullest, most comfortable life possible. Delaware Hospice is the largest and only licensed, nonprofit, community-based hospice serving Delaware and southern Chester and Delaware counties in Pennsylvania. Delaware Hospice is honored to be accredited by the Joint Commission, the nation's leading health care standards-setting and accrediting organization. For more information about Delaware Hospice's programs and services, upcoming events, or employment opportunities, call 800-838-9800 or visit our website, [www.delawarehospice.org](http://www.delawarehospice.org) or [www.resources-end-of-life-planning.com](http://www.resources-end-of-life-planning.com)

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 Facebook: <http://www.facebook.com/DelawareHospice>

## News Media Can Use

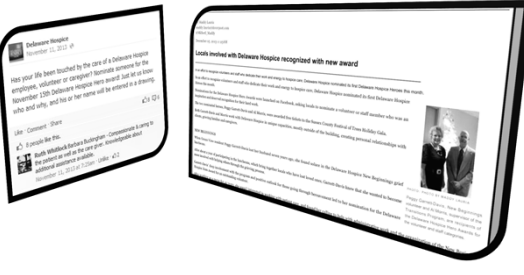
Distributing a Press Release



**16 Polly Drummond Center, Newark, DE 19711**  
[www.delawarehospice.org](http://www.delawarehospice.org)

## News Media Can Use

Social Media *The Delaware Hospice Hero Award*



## Questions?

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