

# Lunch & Learn

PR 101: Making the Right Announcements  
*What Kind of News is Worth Announcing?*

February 11, 2025



# What Kind of News is Worth Announcing?

- New staff
- Updated location or hours
- Special events
- New website
- Statewide updates
  - Updated benefits, packaging, electronic benefits, etc.



# Building an Announcement Plan

Questions to ask before building your plan:

- Do we want to make a big splash or just get the information out?
- How many people can help or need to be involved?
- What tools or platforms do I have access to?
- How much time or budget do we have?
- What can I repurpose or adapt from state material or partners?



# Potential Platforms and Tools

- **Earned media or public relations (PR)** – TV, radio, newspaper
- **Owned media** – website, e-newsletter, social channels
- **Social media** – Facebook, Twitter/X, Instagram, LinkedIn, YouTube
- **Paid media** – Meta (Facebook/Instagram), local newspaper, radio, indoor ads
- **Printed materials** – flyers, brochures, posters
- **Partner support** – shares, emails to their lists, reposts on their social channels



# Big Announcement vs. Smaller Announcement

## Bigger

- More time to plan
- Use more tools
- Need more staff time
- Bigger results/reach more people

## Smaller

- Quicker turnaround
- Less staff time
- Fewer tools/strategies



# What is Needed for a Big Announcement?

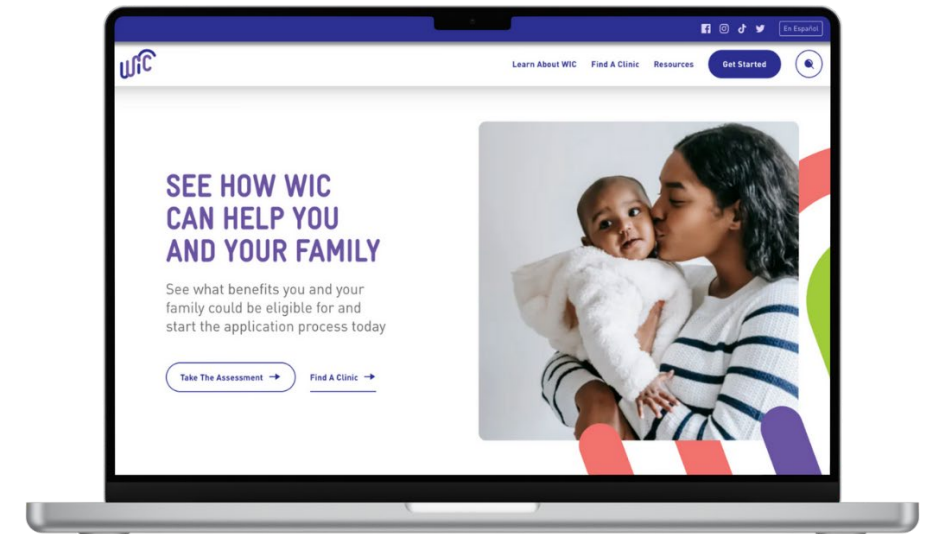
- More time to plan
- Use more tools
- Need more staff time
- Bigger results and reaching more people



# Example of a Big Announcement: *Community Health Day Event*

Tools available to utilize:

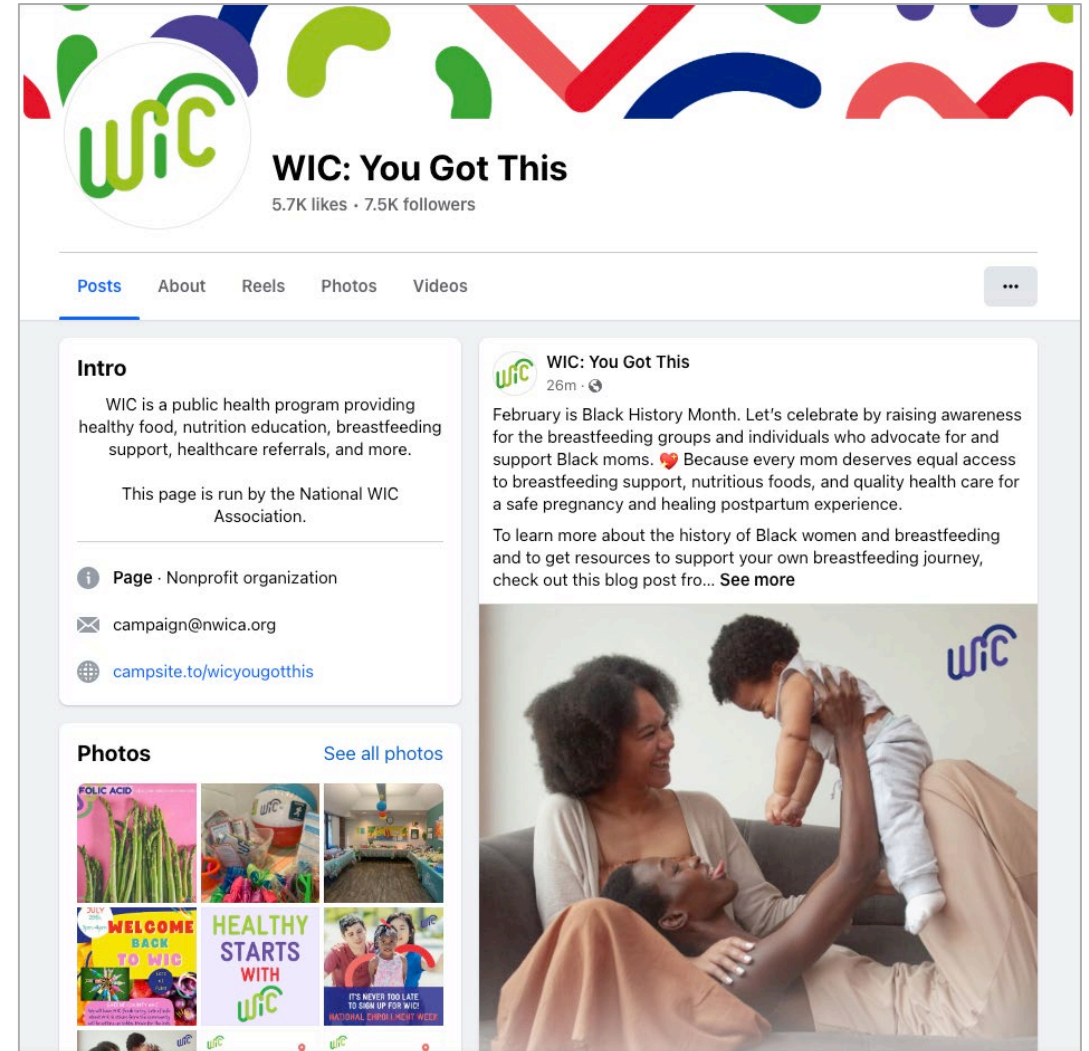
- Website
- Facebook page
- Partner support (including their socials, websites, lists, staff time)
- Budget for flyers or boosted posts
- Newspaper and radio (interviews and ads)





# Gathering Materials

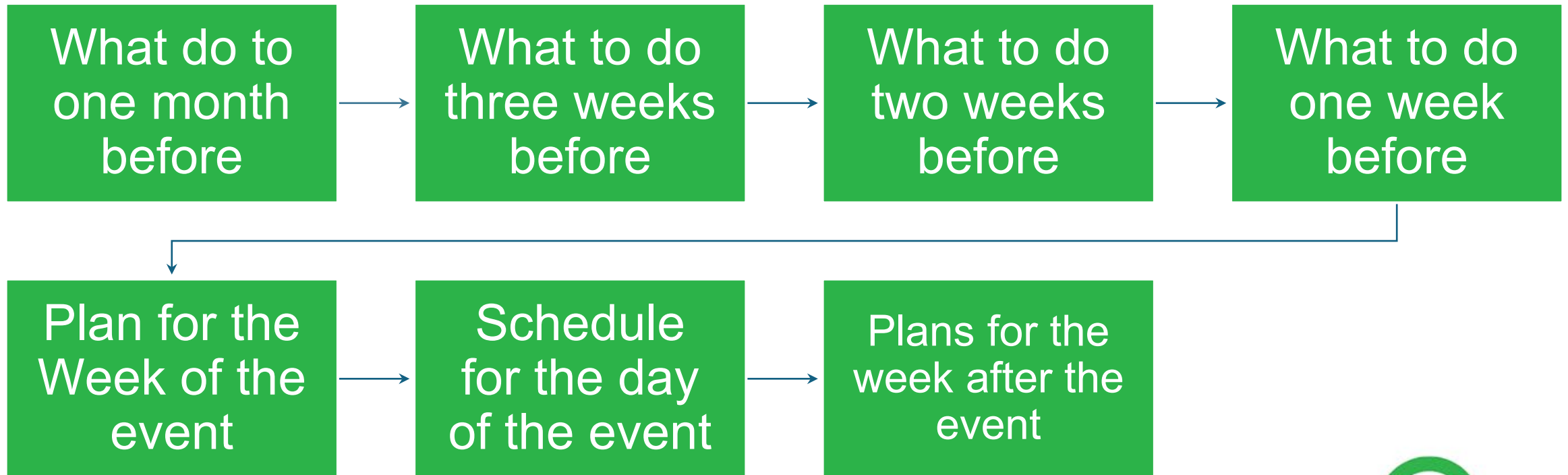
- Confirm event details (date, time, location)
- Draft event language
- Social media graphics
- Press release/media advisory
- Design flyer





# Create a Timeline for Your Promotion

*Ideally one month out*



# A Month Before the Event

- Put up flyers around town
- Post on social media that the event is happening - save the date
- Create a FB event page
- Post on your website
- Send email invites



# Three Weeks Before the Event

- Post twice on FB details about the event
  - Highlight partners in attendance
  - Post about giveaways or contests
  - Showcase any entertainment at the event
- Share posts from partners (to stories)



# Two Weeks Before the Event

- Check on flyers and replace any missing ones
- Boost FB post – have it run for two weeks
- Continue posting on FB (2-3 times) updates about the event
- Continue sharing posts from partners (to stories)
- Ask partners to share your posts and stories
- Have the newspaper run an ad about the event
- Email a reminder about the event



# One Week Before the Event

- Send a media advisory to the newspaper, TV, and radio to see if they will help promote the event.
- Continue the boost FB post
- Continue posting on FB (2-3 times) updates about the event
- Post any articles promoting the event
- Continue sharing posts from partners (to stories)



# Media Advisory

## **MEDIA ADVISORY: DATE**

Contact: name, title, email, phone

**(Town name) WIC hosts (insert name of event)**

On x date, (town) WIC and (add partners names) will host (insert name of the event.)

This event (insert purpose, fun activities, interested people attending, etc.)

Event information

Date:

Time:

Location:

Local members of the media are encouraged to attend and cover the event. To arrange an interview, contact x.

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# Week of the Event

- Resend the media advisory for last effort to promote the event and encourage attendance.
- Continue the boost on FB.
- Continue posting on FB (2-3 times) updates about the event, special giveaways, raffles, etc.
- Post any articles promoting the event.
- Continue sharing posts from partners (to stories).
- Send an email reminder about the event.





# Day of the Event

- Reach out to the newspaper, TV, and radio, reminding them to come and cover the event.
- Continue the boost FB post .
- Post a reminder on FB and the event page to attend.
- Post pictures or videos of people setting up and attendees interacting with vendors throughout the day.
- Promote giveaways, entertainment, etc.
- Continue sharing posts from partners (to stories)



# After the Event

- Thank any media who attended
- Post thank you on social with pictures from the event
- Send an email thank you to attendees
- End boost on FB post
- Take down or update the event page on the website
- Continue sharing posts from partners (to stories)
- Share any articles you got about the event



# What is Needed for a Smaller Announcement?



Less Time to Plan and Develop

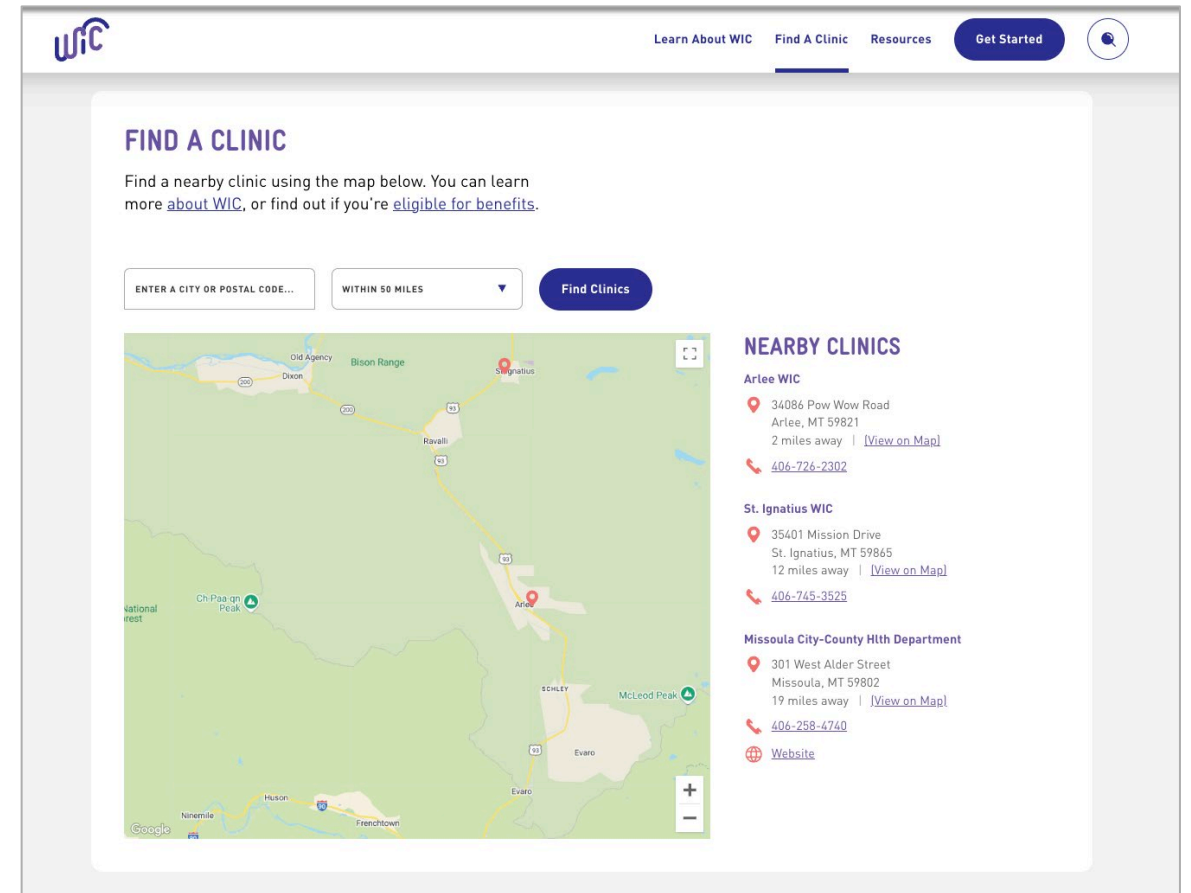
Less Staff Time

Fewer Tools/Strategies

# Example of a Smaller Launch: *New Office Location*

Tools to utilize:

- Website
- Facebook page
- Partner promotions
- Local newspaper and radio



# Gathering Materials

- Create social media graphics
- Draft a press release
- Draft copy for a website update



**NEWS**

*Serving Montanans in their communities to improve health, safety, and well-being, and to empower independence.*

**Department of Public Health and Human Services**

**FOR IMMEDIATE RELEASE**

Contact: Jon Ebel, Communications Director, DPHHS, (406) 444-0936

**August is National Breastfeeding Month  
DPHHS Reminds New or Expecting Moms to Take Advantage of WIC**

During the 50th anniversary of the WIC, the Department of Public Health and Human Services (DPHHS) reminds new moms of the benefits of breastfeeding and the support WIC provides, including special food packages, peer counseling, lactation experts, breastfeeding aids such as breast pumps food packages, extended participation in the program, access to trained staff, and other resources and referrals.

"As part of the WIC program, moms get nutritious food packages including milk, cereal, eggs, fruits and vegetables, whole wheat bread, grains, canned fish, beans, peanut butter, and cheese," said Lacy Little, director of the Montana Women, Infants, and Children (WIC) program. "WIC's goal is to encourage mothers to breastfeed without supplementing with infant formula."

WIC mothers are encouraged to breastfeed their infants unless there is a medical reason. WIC staff are trained to promote breastfeeding and provide the necessary support new breastfeeding mothers need for success. WIC state and local agencies offer assistance throughout the prenatal and postpartum period when the mother most likely needs help.

According to the CDC, 83.5% of Montana's children were breastfed, and 63.9% were still breastfeeding at six months. This is slightly above the national average.

Mothers who fully or mostly breastfeed their infants can participate in WIC for up to one year after giving birth. Moms who breastfeed their babies and do not get infant formula from WIC receive a fully breastfeeding food package. It has more food and a better variety than packages that include infant formula. When babies are 6-12 months old, these moms also get baby food meats in addition to greater amounts of baby food, fruits, and vegetables.

"Breastfeeding has many benefits for both moms and their babies," said Little. "We want moms across the state to know that WIC is here to help mothers make breastfeeding a little bit easier."

Breastfeeding benefits include:

- Providing nutrition to help babies grow and develop.
- Lowers mothers' risk of certain cancers and diabetes.
- Cost savings to families because breastmilk is free.
- Reduces baby's risk of certain diseases and infections.
- Helps moms recover more quickly from childbirth.

The American Academy of Pediatrics and the World Health Organization recommend exclusive breastfeeding for about the first six months, with continued breastfeeding and appropriate

The logo for the Montana Department of Public Health and Human Services (DPHHS), featuring a stylized mountain peak and the text "MONTANA DPHHS".

[www.dphhs.mt.gov](http://www.dphhs.mt.gov)

*Serving Montanans in their communities to improve health, safety, and well-being, and to empower independence.*

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er. Sixty percent of mothers do not breastfeed for as r tips on breastfeeding and other support, go to

nd over 80 clinic sites serving all 56 counties and en, infants, and children are enrolled in Montana. ned up.

young children during a critical time of growth and providing families access to healthy food, rvices referral, and much more. WIC is a voluntary with SNAP or Medicaid.

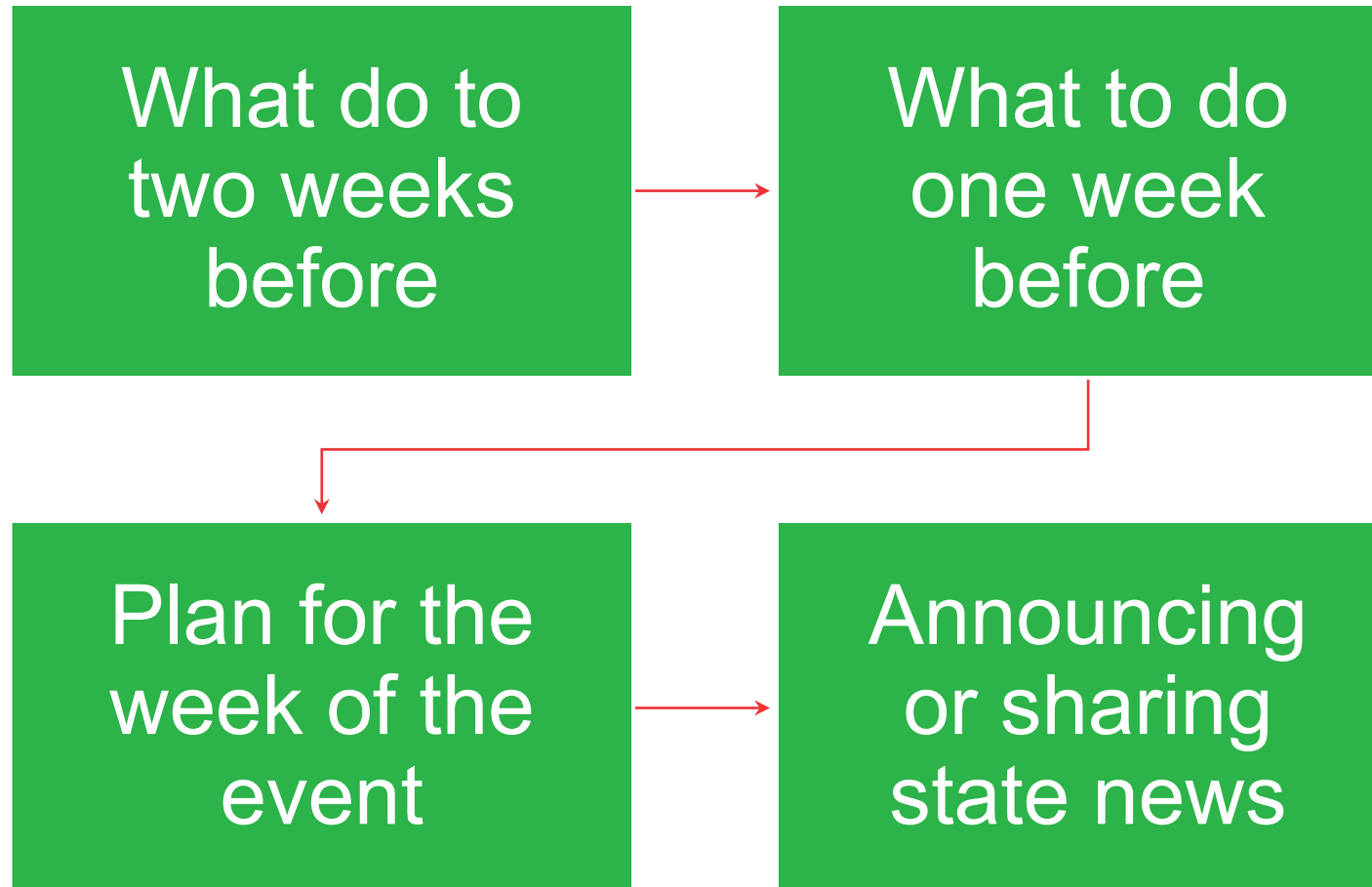
nant, postpartum, breastfeeding, or have a child et income requirements—making less than 185% of aid, SNAP, TANF, or free/reduced school meal n be found on the DPHHS website.

e eligible, go to s can also contact their local WIC clinic or ay be reached at 1-800-433-4298 or emailed

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# Create a Timeline for Your Promotion

*Ideally two weeks before*



# Two Weeks Before

- Post on social media
- Ask partners to share
- Post on your website
- Call people with appointments after the switch to let them know where to go





# One Week Before

- Post twice on social media
- Ask partners to share
- Send a press release to the newspaper, TV, and radio
- Share any news coverage you get



# The Week of

- Continue to post on social media
- Ask partners to share
- Share any partner posts to your stories
- Follow up with news
- Share any news coverage you get



# Announcing or Sharing State News

- Take the state's press release, put on local letterhead, and add local information
- Send to local news outlets
- Share graphics and language on social media
- Post news to website
- Print and hang flyers in office



# Questions?

**Tara Jensen**

[tara@setpointpr.com](mailto:tara@setpointpr.com)

406.461.5782

