

Self Assessment

To help assess your ability to effectively market your organisation and deal with the media it would be useful to answer the following questions:

Who looks after publicity in your organisation?
Is there a budget for publicity?
How good is your IT?
How much media coverage has your organisation had in the past year?
And what form did it take?
Who do you normally contact in the media?
Who normally talks to the media?
Who can take publicity photos for your organisation?
Where can you get "good news stories" and "case studies" from?
What are your "unique selling points" as an organisation?
How can you improve your media profile?