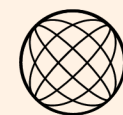
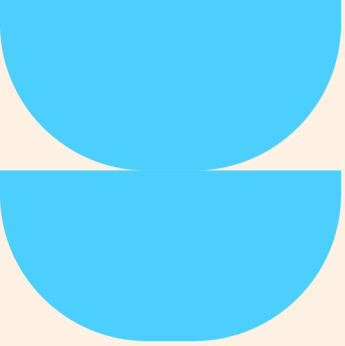




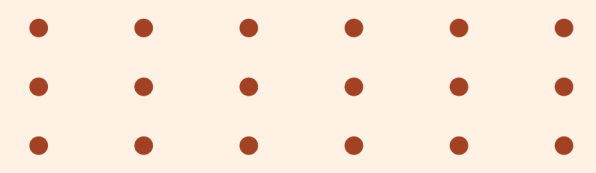
Leveraging Media to Broaden Your Audience

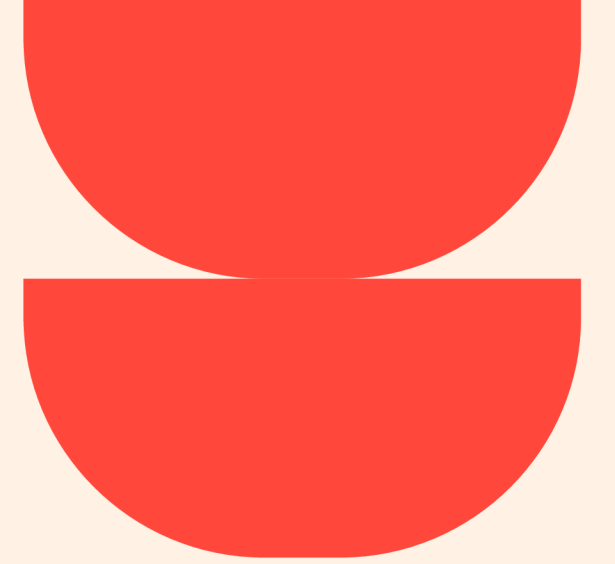
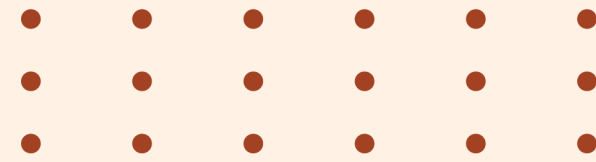


www.muellercommunications.org



Who is your audience?





Let's clean house

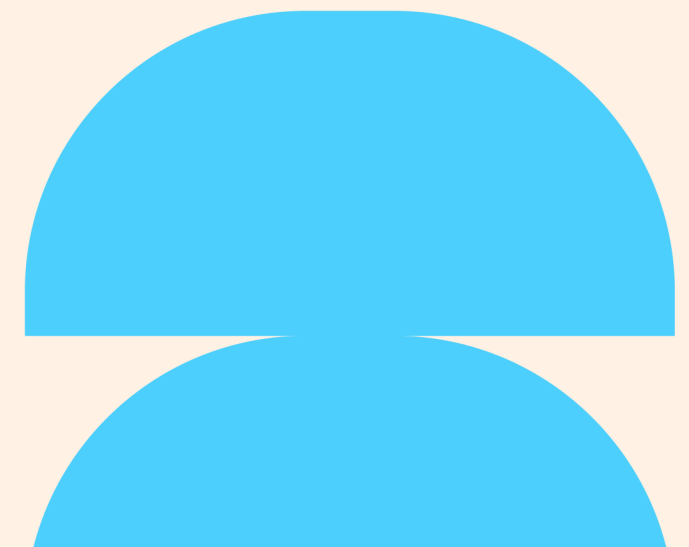
Take inventory: does your public-facing messaging align with your mission, vision and goals? Get an outside perspective. Google yourself!





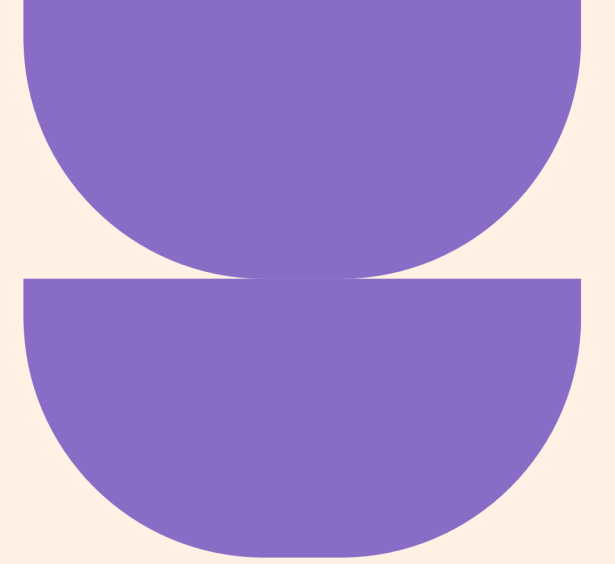
Make a list (and check it twice)

Consider outlets across traditional and digital media, local to national.





Make it “sticky”



SIMPLE
Find the core

CONCRETE
Make it clear

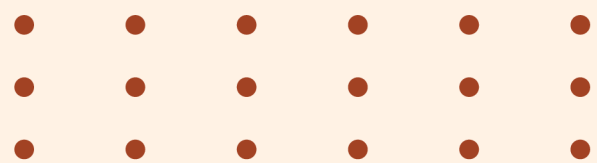
EMOTIONAL
Make people care



UNEXPECTED
Get and keep attention

CREDIBLE
Make people believe

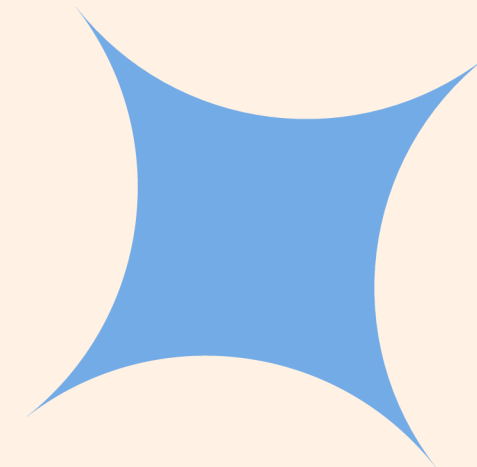
STORIES
Inspire action





...the tough get writing

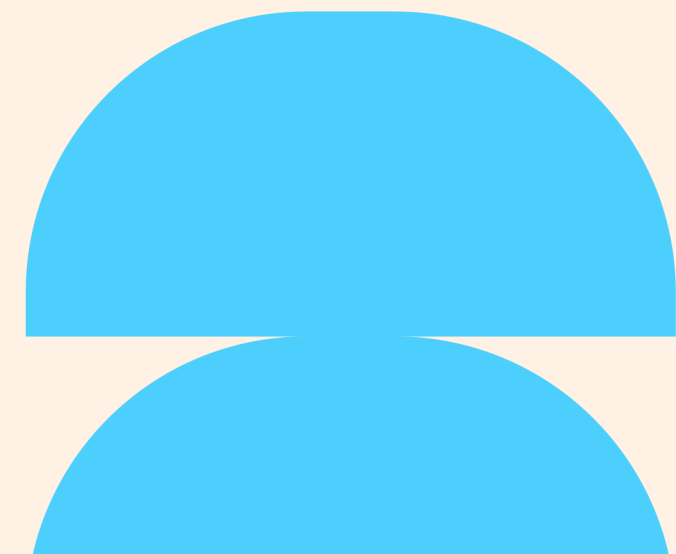
- Op-Ed
- Letter to the Editor
- Patch.com Verified Neighbor
- Host on Facebook Live, virtual panel, open house

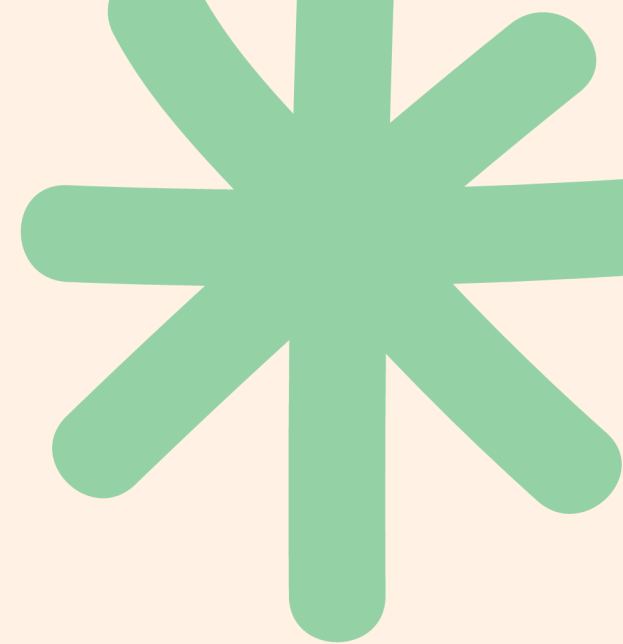
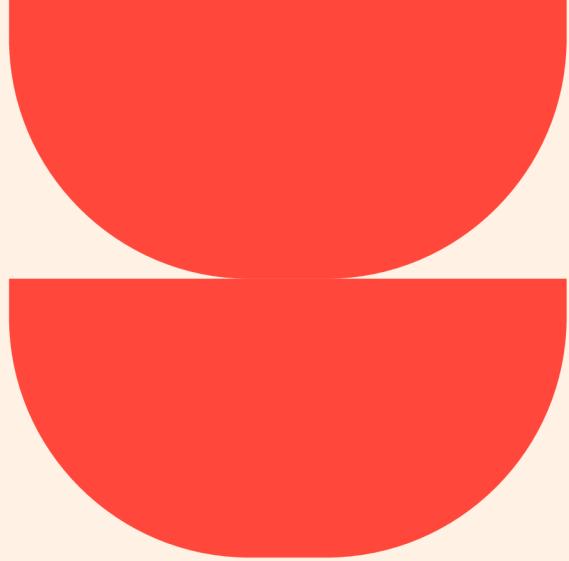




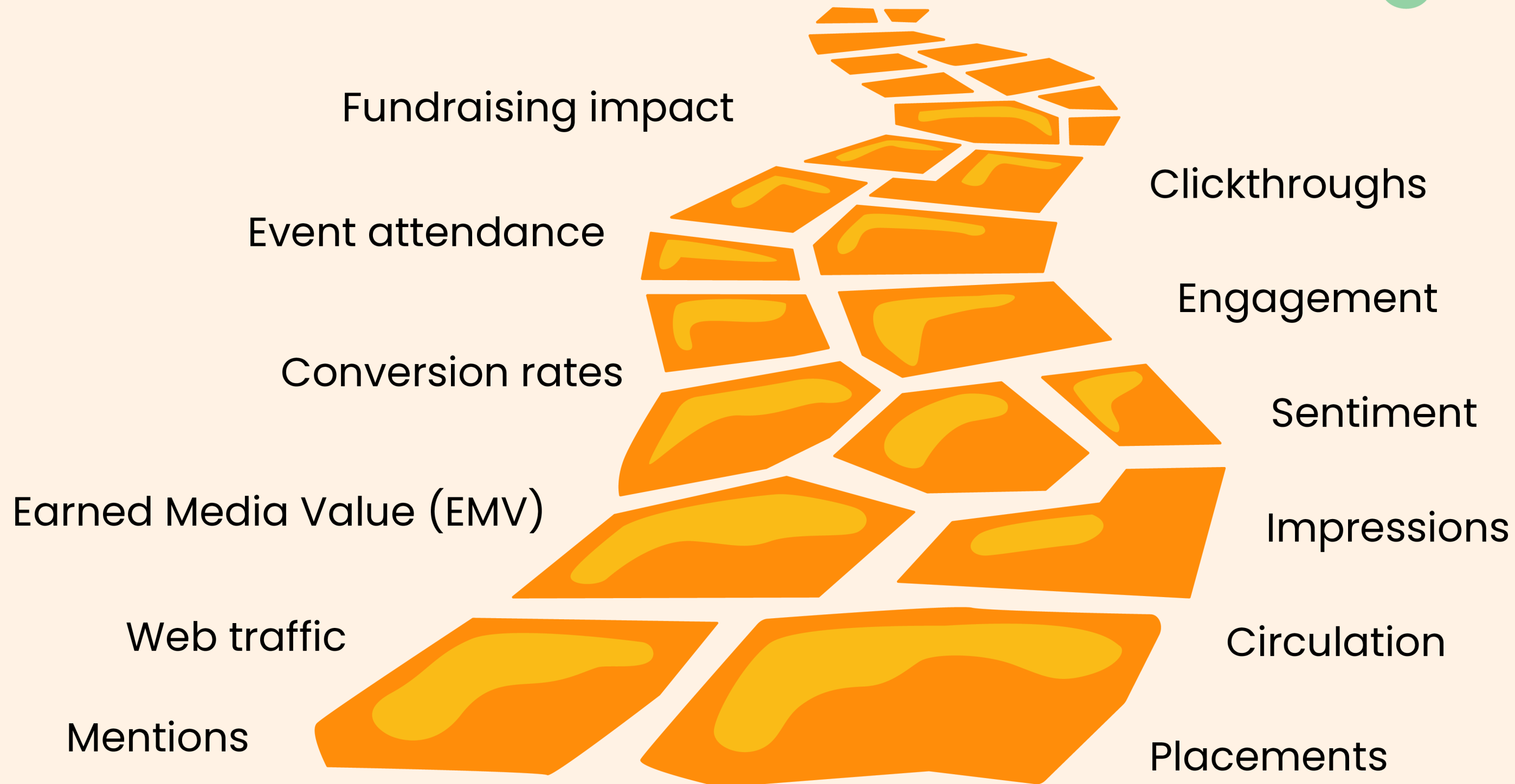
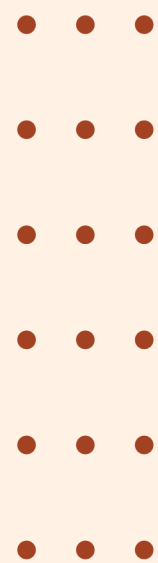
Consistency is key

Consistent and frequent outreach keeps your audience engaged and helps your content stay visible. Use a unified voice and maintain brand identity. Cross-promote!



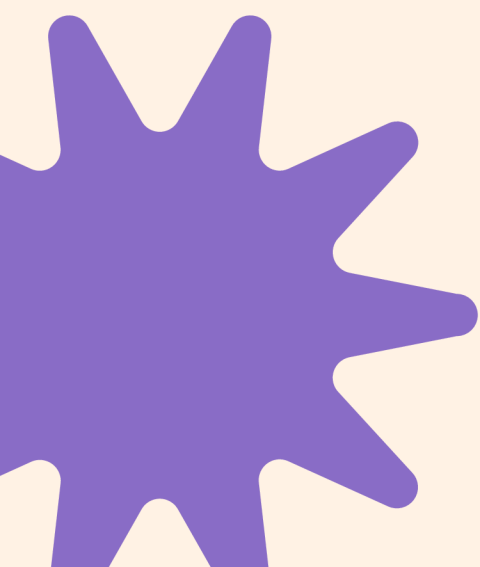


Are we there yet?





**Everything,
everywhere,
all at once**





Let's connect

Virtual



In-Person

Drop in "office hours"
Wednesdays, 1-2 p.m.

