

RICK HALL PR

Media Contact Agent

E-PORTFOLIO v5
MEDIA RELATIONS FOR
NON-PROFIT ORGANIZATIONS
Sometimes, you can achieve the impossible...

START >

“One of the rarest events in the practice of public and media relations is to see your main key messages, as described in your news release, appear in print, unfiltered, in context, and exactly, or almost exactly as you wrote them. It really can’t get any better than that.”

CANADIAN ASSOCIATION OF FOOD BANKS, PRESS RELEASE,
WEDNESDAY, NOVEMBER 23, 2005:

Heading: New Study shows Food Bank use remains at all-time highs, despite record employment

Subheading: More than 300,000 children are visiting Food banks; prospect of increased demand this winter if fuel costs climb

NATIONAL POST NEWSPAPER, TOP OF PAGE 6,
THURSDAY, NOVEMBER 24, 2005

Heading: Employment may be high, but 823,000 visited food bank last year, survey shows

First paragraph, opening sentence: Despite low unemployment levels, more than 823,000 Canadian – about 300,000 of them children – visited a food bank at least once this year, according to a new survey by the Canadian Association of Food Banks.

RICK HALL PR has recently done some media relations for non-profit organizations, and what did we learn?: you may be a good cause, but if you want the media to sit up and take note of your message, the “pitch” has to convey all the human interest tension, drama – and fun sometimes – you can bring to the story.

RICK HALL PR achieved just this, in its media relations program for the Canadian Association of Food Banks. Read on how RICK HALL PR achieved this media coup and other publicity success for non-profit organizations.

NATIONAL POST
THURSDAY, NOVEMBER 24, 2005



GETTING A GOOD CAUSE PUBLICITY "BASED ON THE FACTS"

The Canadian Association of Food Banks prepares an annual report on the past year's use of food charities by Canadians across the country. Taking a key role in planning the 2005 HungerCount Parliament Hill press announcement, RICK HALL PR developed the news release, positioning the unfolding human drama portrayed by the latest report's findings as the Association's key media hook and central platform of the communications strategy.

Themes included food bank use remaining at record highs, despite a strong economy; the number of children reliant on food banks equaling the population of a sizeable city such as Victoria, British Columbia, and; the prospect of increased demand on food bank services this winter as the result of continued rising fuel costs.

The reworked press material was quoted virtually verbatim inside the first section of the National Post and led to the Association's most extensive coverage to date by national media such as Canada AM, The Canadian Press, CanWest News Service, Broadcast News, and CBC.ca News.



THE HAMILTON SPECTATOR,
THURSDAY, OCTOBER 20, 2005

HAVING FUN, AND ACHIEVING MEDIA SUCCESS FOR A WORTHY CAUSE

When pitching any story, find the unusual, unique – or fun! – aspect and take a risk. Canadian Feed The Children recently launched a new cookbook full of recipes to be made by – and not necessarily just *for* – children. The Hamilton Spectator newspaper, weekday adult readership of 260,000, was pitched because the author was a local resident. And the “risk” pitched to the food editor was to invite in a gaggle of kids from a local school to the newspaper’s kitchen to try out the recipes – with the children interviewed subsequently in best journalist fact-finding style – to find out whether the cook book deserved a “thumbs up” or “thumbs down”.

The result was a sea of happy faces in a full two-pages of coverage of text and photos in the Lifestyle section, plus a colour photo on the newspaper’s front page – worth about \$55,000 by standard advertising rates (if it was for sale, which it isn’t.).

CONTACT

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Thank you for taking the time to view this media relations e-portfolio.

For further information, or if you would like to view a complete corporate communications, media relations, analyst relations, strategic planning, event planning, corporate sponsorship portfolio, please contact Rick Hall at info@rickhallpr.com

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