

Inventory of Public Relations Tools for Downtown Organizations

Review each section in the following list. Determine whether or not your downtown organization has that tool, has it but it needs work, or doesn't have it. Mark the appropriate column for each Public Relations tool that your organization uses now.

Public Relations Planning Tools	Have it	Have it but needs work	Don't have it
Existing Public Relations activities			
Written Public Relations plan			
Assigned staff, committee PR responsibilities			
A public relations budget			
Identified target audiences for PR activities			
Regular evaluation of PR activities			

Printed Public Relations Tools	Have it	Have it but needs work	Don't have it
Newsletter			
Informational brochure			
Membership brochure			
Mailing list(s)			
Print media contact list			
Positive relationship with local newspaper(s)			
Positive relationship w/local, regional magazines			
Printed media releases (as necessary)			
Main Street coverage in other organization's print media			
Strategic plan			
Annual plan/Work plan			

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Public Relations plan			
Annual Report			
Main Street calendar			
Press clippings file			
Reprints of printed feature stories			
Fact/FAQ sheets			
Reinvestment statistics			

Electronic Public Relations Tools	Have it	Have it but needs work	Don't have it
E-Newsletter			
E-mail distribution list			
Effective, quality program website			
All printed materials available electronically on your web site			
Main Street blog			
Social networking site(s) presence			
Electronic media contact list			
Electronic media releases			
Positive relationship with local, regional radio stations			
Positive relationship with local, regional television stations			
Public Service Announcements (PSAs)			
Video archive of Main Street events			
Video archive of M.S. TV coverage			
Video archive of M.S. radio coverage			

Visual Public Relations Tools	Have it	Have it but needs work	Don't have it
Main Street success display boards			

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Photo inventory of M.S. events			
Physical Improvements before & after photo inventory (Building renovations, streetscape, landscaping etc.			
Organizational promotional items (T-shirts, hats, pins, banners, decals etc			
Quality Main Street logo			
Main Street info PowerPoint presentation			
Main Street project(s) PowerPoint presentation(s)			
Trade show booth set-up			
Graph/visual of reinvestment statistics			

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