Communications Toolkit - FAQs

Part 2 of 3

Excerpt from the toolkit to support
FAQ: New Study Explores Colorado Nonprofits' Use of Communications
Christie McElhinney, Vice President of Communications and Public Affairs, The Colorado Trust
originally published in Nonprofit Colorado, 2010

When it comes to communications in the nonprofit sector, the glass is half-full and half-empty. Having worked in this field for 20 years, I have seen tremendous growth in nonprofits learning how to use this tool effectively to help achieve organizational and programmatic goals. Yet it’s frustrating to hear nonprofit leaders say, as one did recently, “I would love to have a strategic communications plan. But, I couldn’t really put it in to effect anyway because I don’t have the resources.”

Shortly after that conversation, I had the opportunity to learn more about how nonprofits use communications. On behalf of the Colorado Nonprofit Association – and for the capstone report for my master’s degree in public affairs at the University of Colorado Denver – I conducted original research and drew from scholarly literature to learn how nonprofits understand, value and utilize communications.

The study findings show that, even as the nonprofit sector lags behind where it could be in the understanding and the usage of communications, there are clear signs of change. There is a growing awareness about the importance of communications, and an increasing array of new and more cost-effective communication technologies and tools. Indeed, as one communications expert I interviewed said, there is no longer a need to be a pioneer to figure out nonprofit communications. Today a nonprofit simply needs to look around, see who they admire and then mimic them.

At the same time, it’s important to understand the roadblocks. Colorado nonprofit leaders who were surveyed or interviewed for this study pointed to inadequate funding as the main reason why they don’t engage in communications. Yet research shows that funders, donors and volunteers want a nonprofit to show more than financial stability. They value an organization that is clearly important to the community, one that has a strong image and is progressively chipping away at important social problems. This requires communications.

As well, the literature shows, and communication experts strongly agreed, that leadership and the culture of the nonprofit sector are reasons why nonprofits don’t engage in communications. They make the argument that executive directors that do not understand the nature of communications cannot be expected to value it. Additionally, some within the nonprofit sector think resources should largely be directed toward charitable services, not administrative expenses. Findings also point to a culture in which some believe that the virtue of their efforts should be enough, such that they should not have to “sell” their work through communications. This thinking is flawed; say researchers and experts, in that nonprofits fail to consider that there may be other equally compelling issues for their target audiences, and that other nonprofits and agencies address the same issue.

Not surprisingly, this study shows that nonprofits that have a communications plan and/or dedicated communication staff appear to strengthen their ability to conduct communications in a strategic manner. In other words, their communications are directly linked to organizational priorities; they don’t undertake communications in a reactionary manner. It’s also important to note that it isn’t just the bigger nonprofits that have staff dedicated to communications. For example, the executive director of one small nonprofit I interviewed said they dedicate one of their four full-time positions to communications.

One unexpected finding was that in difficult economic times, some nonprofits actually increase their communication efforts. The leaders of these organizations understood the critical nature of clear communications to strengthen their fundraising and to maintain awareness of their mission and programs.
The Colorado Nonprofit Association will use the findings from this study to craft future training opportunities and additional resources for nonprofits. The full findings point to several areas that would be helpful to increasing understanding and utilization of communications within the nonprofit sector, including: (1) sharing examples of how communications has helped nonprofits to achieve critical goals; (2) providing training sessions to increase nonprofit leaders’ understanding of how communications can help to achieve organizational and programmatic goals; (3) increasing the understanding of how to effectively and affordably measure the impact of communication strategies to demonstrate return on investment; (4) sharing information on the direct links between having staff dedicated to communications, having a strategic communications plan and increasing organizational effectiveness; and (5) encouraging funders to support the nonprofit sector in utilizing communications as a means to help increase sustainability.

It is my hope that this study, and the trainings offered by the Colorado Nonprofit Association will help nonprofits to strengthen their understanding of how to use communications. In so doing, I believe that nonprofits will have an added ability to increase awareness and resources, and in turn, to serve more people or better achieve their mission.

To learn more about this study, contact Christie McElhinney at christie@coloradotrust.org.
FAQ: How to Ensure Communications Helps to Advance Your Organizational Goals

Adapted from research by Christie McElhinney, Vice President of Communications and Public Affairs, The Colorado Trust, Originally published in Nonprofit Colorado, 2010

Kristen Grimm, founder and president of Spitfire Strategies, a Washington, DC-based communications firm, was one of 10 communication experts interviewed for the Colorado Nonprofit Association study on nonprofit communications. Below is a list Kristen shared that outlines the elements of a communicating organization. She notes that regardless of how big or how small an organization is, these elements are similar. When these elements are present, the organization has a much greater chance of using communications strategically to advance its goals.

Clarity on the objectives communications needs to support;

- Staff from the CEO to the receptionist can give the organization’s elevator speech;
- A written communications plan is in place, the organization follows it, and it includes clear strategies to guide communications work;
- Prioritized audience targets;
- Main messages designed to resonate with priority audience targets that are jargon free and told through stories when appropriate;
- Trained, compelling messengers;
- A clear brand and brand promise that is reinforced throughout the organization consistently;
- Every person in the organization from the board president to the executive director to the intern knows what their role is as a communicator for the organization and receives ongoing training to communicate effectively;
- The designated spokesperson is a good speaker in a variety of venues from presentations to media and incorporates communications best practices like storytelling and interactivity;
- A specific staff person is responsible (at least part-time) for the communications function;
- Communications is a standing item on the staff and board meeting agendas;
- An internal communications system is in place and includes how big announcements are made, how VIP calls to the organization (including media) are handled and an approval process for public statements and materials;
- A crisis plan is in place;
- A rapid response system is in place if appropriate;
- A system to map and update important relationships the organization has with target audiences is in place; and
- The organization has identified specific metrics for measuring the impact of communications efforts against objectives.

For additional information, visit www.spitfirestrategies.com, and be sure to check out their Smart Chart, a tool to help nonprofits develop strategic communication plans.
FAQ: Copyrights
The information below is directly from www.copyright.gov and current as of June, 2011. For the most up-to-date information, please consult the website.

What is copyright?
Copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression. Copyright covers both published and unpublished works.

What does copyright protect?
Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed. See Circular 1, Copyright Basics, section "What Works Are Protected."

How is a copyright different from a patent or a trademark?
Copyright protects original works of authorship, while a patent protects inventions or discoveries. Ideas and discoveries are not protected by the copyright law, although the way in which they are expressed may be. A trademark protects words, phrases, symbols, or designs identifying the source of the goods or services of one party and distinguishing them from those of others.

When is my work protected?
Your work is under copyright protection the moment it is created and fixed in a tangible form that it is perceptible either directly or with the aid of a machine or device.

Do I have to register with your office to be protected?
No. In general, registration is voluntary. Copyright exists from the moment the work is created. You will have to register, however, if you wish to bring a lawsuit for infringement of a U.S. work. See Circular 1, Copyright Basics, section “Copyright Registration.”

Why should I register my work if copyright protection is automatic?
Registration is recommended for a number of reasons. Many choose to register their works because they wish to have the facts of their copyright on the public record and have a certificate of registration. Registered works may be eligible for statutory damages and attorney’s fees in successful litigation. Finally, if registration occurs within 5 years of publication, it is considered prima facie evidence in a court of law. See Circular 1, Copyright Basics, section “Copyright Registration” and Circular 38b, Highlights of Copyright Amendments Contained in the Uruguay Round Agreements Act (URAA), on non-U.S. works.

I’ve heard about a “poor man’s copyright.” What is it?
The practice of sending a copy of your own work to yourself is sometimes called a “poor man’s copyright.” There is no provision in the copyright law regarding any such type of protection, and it is not a substitute for registration.
**FAQ: Generating Media Coverage**
South Carolina Association of Nonprofit Organizations (SCANPO)

**Build Relationships:** Working with the media is about building relationships. The media are usually not experts at subjects they cover – they depend on the people they interview and the research they do to provide them the information they need. Establish yourself as an expert in your field by reliably providing good information. If an article is run that you wish you had been interviewed for, contact the reporter and let him/her know that if they need a contact on that topic in the future, s/he may call you. When a good story is run or you are well quoted send a thank you to the reporter responsible.

**Localize Your Story:** How does your story or information relate to the community you are addressing? If you have a release you are distributing statewide, are there quotes from local people or statistics from different areas that you can include to make it relevant to different areas of the state?

**Know Your Audience:** Who is the audience of the publication you are approaching, i.e. retirees, young adults, women, Latinos, etc.? In general, avoid using excessively big words; write at around an 8th grade reading level.

**Tie to Current Events:** Pay attention to local, national and international events in the media. If the media are closely covering stories about an issue that is related to your mission or programs, send a press release about your organization and how it is related to the issue, or call the media covering the story and offer to serve as a local resource on the issue.

**Avoid Jargon and Acronyms:** Nonprofits are notorious for jargon and acronyms. Keep your message easily readable by avoiding terms and acronyms that not everyone knows. You and your friends know what a term means, but don’t take for granted that others will also. If there is any doubt, either find another word or briefly define its meaning.

**Build on Success:** If you have had success with a story, you can strategically use that success to spin more coverage. If you got coverage about a program you have initiated, you may be able to follow up with the same media outlet, or another one, about future developments.

**Use Media Wisely:** It is good to generate media coverage on a regular basis; but it is not good to overwhelm the media. Sending regular press releases is good, but don’t send them so frequently that people get sick of them and quit reading them. Take advantage of media opportunities in addition to press releases. Many news outlets now have online forms you can fill out to list events in calendars – some won’t even take calendar announcements submitted any other way.

**Distributing Releases:** Some media still prefer to receive releases as faxes, some even prefer mail, but many, especially in print media, prefer to receive releases via email. **If you are sending a press release via email,** be sure to use a catchy subject (use your title for ideas) and paste the text of the release in the body of the email. [When possible, avoid sending attachments. Or, check with the media outlet to determine their preference.] You want the reporter to open the release, quickly be able to determine what it is about, and want to read more. See the “Creating an Effective Press List” section for more tips on distribution.
FAQ: How to Write and Deliver a Successful Speech
South Carolina Association of Nonprofit Organizations (SCANPO)

1. Decide what message you want to convey. Write it in a brief sentence. Decide the key arguments of your message. Include short anecdotes, one or two short paragraphs, to illustrate your points.

2. If you think your audience will be likely to disagree with your point of view, list the potential significant objections and write a strong two-sentence rebuttal to each one. Then turn the rebuttal around and make it into a positive, factual statement.

3. Make sure your "message sentence" is at the top of the speech, and use the second paragraph of your speech to expand your sentence. Keep it short. If your speech is covered by the media, you must have your most important points at the beginning of the speech. Most media have to leave early to catch deadlines and other events.

4. Your last paragraph should be a strong finish. Never say "in conclusion" or "to sum up" or anything predictable. It can be appropriate to pause and say "thank you" at the conclusion of the speech.

5. Decide if you will speak from note cards or from paper at the podium. Leave lots of white space in your final copy; don’t cram the pages from top to bottom. Double-space your lines for easier reading.

6. Practice reading your speech aloud and time it for length. Pitching your voice lower and enunciating makes for better projection. Make sure it has plenty of short sentences and active verbs and that you can read it easily without stumbling or running out of breath.

7. Save your speech for future use. If you have the chance to use it (or part of it) for a different audience, it will save a lot of time. But rework the speech for a new audience. Even politicians particularize their stump speeches for each event.

8. Now that you have researched, written and given a great speech, use it for other purposes. Publish it in your organization’s bulletin or shorten it and submit it as an op-ed to your local newspaper.
FAQ: How to Respond to Questions from the Media
South Carolina Association of Nonprofit Organizations (SCANPO)

If you do an excellent job submitting your story, reporters will be interested in learning more. Here is how you effectively answer their questions.

1. When a reporter contacts you, reply back immediately. Be prepared to ask them:
   a. What is your deadline?
   b. What questions do you have?
   c. Who else have you contacted?
   d. Then respond, “Can I call you back in an hour in order to research your questions?”

2. Know your message.
   a. It is important that everyone in your group is clear about the message being conveyed. Have your talking points written out and practice saying them before being interviewed.
   b. Your message is where your expertise lies.

3. Your response to any question should tie back into your message.

4. If you are able to schedule an interview, prepare yourself through role-play.
   a. Make up some questions that you would expect a reporter to ask. (See Role-play questions below)
   b. Answer those questions and familiarize yourself with them.
   c. Have a partner repeatedly ask you those questions so you can practice answering and better prepare yourself for the interview.

5. Do not be afraid to say you do not know.
   a. If you are unable to answer a reporter’s question, refer him/her to someone who can, or offer to research the question and get back to him/her. If you take the second approach, be sure to follow up quickly.
   b. If you realize you stated an incorrect fact or misstated your thoughts, immediately let the reporter know.

6. Provide any information that you may have for an upcoming story.
   a. Reporters appreciate the gesture and this helps to build connections with media outlets.
   b. Building rapport with a reporter will give you a better opportunity to frame your story for the public.

**ROLE PLAY QUESTIONS**

1. How did you find out about X?
2. What made you participate in X? And how long have you been a part of X?
3. What project will you do this year? And why did you choose your project?
4. What projects have you done in the past?
5. What would you like [your organization] to accomplish?
6. How will you involve your peers to participate next year?
7. Why is community service important?

Your answers to these questions should be short and to the point. Reporters are looking for statements that they can easily quote. Therefore, shorter and more direct statements will get you quoted more often than longer ones. Try to be confident when you speak to a reporter. You are speaking from a position of authority. After all, you are the expert on the issue about which they are trying to learn more.
FAQ: Preparing For and Giving Great Interviews
South Carolina Association of Nonprofit Organizations (SCANPO)

1. Never go to a media interview without reading the morning’s newspapers. You should be very well informed.

2. Be sure to watch or listen to the program or host that will be interviewing you before you appear. Get to know the style and format of the show.

3. Focus on no more than two or three major points to make during the interview. For each point, be sure to have two or three good facts to back it up. Don’t let the reporter’s questions get you off track. Keep coming back to your major points. Don’t forget the reason you are there.

4. Listen carefully to the reporter’s questions. Always answer by coming back to the main points you want to make. Never answer with a simple yes or no. Never say “no comment.” It makes you sound guilty. The easier you make it on the reporter, the more likely she/he is to have you back.

5. Maintain good eye contact with reporters. Speak clearly and distinctly in a normal conversational tone. In TV interviews, ignore the camera.

6. Don’t use technical jargon or acronyms. Be friendly. Avoid long sentences. Remember, you want to be quoted.

7. Never get upset or lose your temper with a reporter. You want the media on your side.

8. Remember, you represent your organization. Don’t give personal opinions that might compromise your group. Never go “off the record.” And never make partisan statements – even if prodded – or your quote could end up as a headline in tomorrow’s paper.

9. You have a serious message to deliver. Don’t wear clothes that are too flashy. Stripes, checks and white are not good on TV. Don’t wear dangling jewelry. Don’t fiddle on camera. Assume microphones are on at all times. Assume you are on camera until they tell you that you’re not.

10. Remember, you know more about your issue than the reporter. You’ve got the upper hand! If the reporter wants facts and figures you don’t have – tell her/him that you’ll find out the information and go back to making your important points. If you are not sure about a fact or figure, don’t use it! You want the media to rely on you as a reliable source of nonpartisan facts.

11. If possible, try to obtain a tape of your performance. Review it. Get a friend to critique it. Correct your mistakes for the next interview.
FAQ: **Starting a Media Campaign: What do you want to accomplish?**

Colorado Nonprofit Association

1. **What Do We Want? (Goals)**
   Is your mission to inform the public of accomplishments? Highlight critical issues in the community and your role in responding to those issues (to attract more constituents)? Gain recognition as the expert in your area of work? Find new donors? All of the above? Your goals will inform your message, your target audience and your medium.

2. **Who Do We Tell? (Audiences)**
   What audience are you trying to reach? Is it donors, constituents, community leaders, or the general public? Within those broad categories, do you know audience demographics? Age, gender, ethnicity and location may all play a part in shaping your media choice and messages. You will be most effective in any medium when you know specific details about your audience. Media outlets track the demographics for each publication, station, time and geographic location. You will want to learn of their findings to establish your best market for messaging.

3. **What Do They Need To Hear? (Message)**
   What is the message that you want to convey? Does it relate to your goals? Is it tailored to your audience? Could a viewer or reader explain to somebody else what your message is after hearing or reading it once or twice?

4. **Who Do They Need To Hear It From? (Messengers)**
   Is it more important for the message to come from constituents, key community leaders, politicians? Who do you think will carry the most weight and be the most effective spokesperson for the cause? How are you ensuring that they are able to effectively tell your message?

5. **How Can We Get Them To Hear It? (Delivery)**
   Select the best method, or methods to get the word out. A comprehensive, multi-dimensional approach is often best – if possible given time and financial constraints. Recognize that it may take several exposures before it is absorbed by a viewer or reader.

6. **What Have We Got? (Resources)**
   What resources do you have to make the media outreach happen (financial, the right people to do the talking, information needed, filming or recording capabilities)?

7. **What Do We Need To Develop? (Gaps)**
   Include your communication plans in your strategic and operational plans. You may not have all of the needed resources for a full media campaign early in your nonprofit’s life, but by including communications infrastructure in your planning, you can increase your ability to be ready when you need it.

8. **How Do We Begin? (First Steps)**
   Like any activity, make sure you can follow through on your investments and promises. Start off small developing messages for your constituents and donors, expand as trust and impact of your organization grows. Do not create a negative perception of your organization by promising activities that you do not have time to complete.

9. **How Do We Tell If It’s Working? (Evaluation)**
   Set up a system by which you can track the number of exposures and if there are results from the media. Asking new contacts how they found your organization is the simplest way to evaluate media exposure. Reviewing the impact of your media investments will inform you of the effectiveness of your communications.
FAQ: How To Write An Effective Press Release
South Carolina Association of Nonprofit Organizations (SCANPO)

1. A press release is brief and highlights an important event, decision, or piece of information. The first paragraph of a press release should include who, what, when, where, why and sometimes how. Make verbs active and the subject concrete, for example. Cover the most important facts first and follow with details.

2. Give your press release a catchy title, e.g., "Nonprofit hails ban on assault weapons." Write the heading as if it were the headline you’d like to read in the paper. Write a first sentence that makes it tough to stop reading.

3. Be sure to include a contact name and telephone number on the top right corner. List a number that will be answered by a live person – even if that includes cell, home and work numbers.

4. Don’t forget to include the date of your release on the upper left corner of your release. Write "FOR IMMEDIATE RELEASE: Month day, year."

5. Include a quote from your spokesperson. Be sure to use his/her title and the full name of the organization. Sentences in quotes should be short and to the point. It is a good idea to alert your spokesperson about the release and their quote so they are not caught off guard.

6. Write in the third person. Using the first person will make your release more like promotional material than news.

7. Follow AP Style. The AP Stylebook is a guide to usage, spelling and punctuation, and a reference for terms and topics commonly encountered in journalism.

8. At the bottom of page one write “more” if necessary, otherwise write “end” or use the symbol “###” centered below the text.

9. Try to limit your press release to one page. Reporters hate getting long faxes/e-mails. If you need to include more information and facts, send your release by mail.

10. If a major event warrants an immediate and lengthier response from your organization than a press release, write a one-page statement from your president. Use the title: “Statement by (president), President of the (nonprofit).”

11. Proof everything at least twice. If your press release looks disorganized and is badly written, the nonprofit’s image will suffer. Conversely, if the release is well written, the paper may print it verbatim.

12. Never editorialize in press releases. For example, do not write that a speaker is gifted. Keep opinions and judgments within the quotes.

13. After sending your release, make follow-up calls to specific reporters, making sure they received your release.

Some examples of AP style:
- Always spell out “percent”
- For a specific date, abbreviate the month, but spell out when using alone or with a year alone. Never abbreviate March, April, May, June or July.
- For a copy or online subscription visit: www.apbookstore.com
**FAQ: How Nonprofits can work with Clear Channel Radio – Denver**

Visit the website for more information: [http://www.startcolorado.com/ccpsainfo/details.html](http://www.startcolorado.com/ccpsainfo/details.html)

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**The Cause or Event**

- The Basics ... Who, What, Where, Why, When
- Not the Whole Story ... be brief and to the point, we don't need the whole background of the organization or the event.
- Room to Expand ... should the radio station want to know more about the charity or event please provide a website link for them to get more information
  - Car Wash for Kids
  - Saturday, June 12th @ Redwood Park
  - Raising money for Children's Hospital
  - [www.carwashforkids.com](http://www.carwashforkids.com)

**Why this Station?**

- Hit the Bulls Eye ... Does the demographic of the event match the target demographic of the station that you are approaching?
- Do the Research ... Is there a member of the station talent that has supported this cause in the past?
- Plan Ahead ... Do you have tools to offer the radio station to help promote the event and build more excitement about the event?

**Measuring Success**

- Units of Measurement ... How will we measure success?
  - Amount of money raised
  - Number of participants
  - Percentage of growth for the event
  - Media coverage of the event

**Call to Action**

- Short and Sweet ... Keep it simple, someone is going out of their way to donate to your charity, don't make it a 10 step process to do so.
- Crystal Clear ... What is the clear message you want given to the listeners?
- Sum it Up ... One message. No layers or hoops to jump through.

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**SAMPLE**

<table>
<thead>
<tr>
<th>1. WHAT is the cause/event?</th>
<th>2. WHY is this radio station a perfect fit?</th>
<th>3. WHAT is the simple call to action?</th>
<th>4. HOW will we measure the success of the partnership and/or event?</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Car Wash for Kids</td>
<td>We think 95.7 The Party would be a perfect fit for the event because their primary demo is women and 65% of them have children. Therefore we think their listeners will be sympathetic to our cause.</td>
<td>We would like the station to inform listeners to go to Redwood Park on Saturday, June 12th to get their car washed. All car washers will be by donation only with all proceeds going to the Children's Hospital.</td>
<td>We will measure the success of the event by how much money is raised and the total number of cans we have come through the wash.</td>
</tr>
</tbody>
</table>
FAQ: **Creating An Effective Press List**
South Carolina Association of Nonprofit Organizations (SCANPO)

1. Include all major newspapers in your area and major weeklies with circulations of 10,000 or more. Make sure your list is representative and includes relevant media sources that are targeted towards a specific population.

2. Get a list of state and local specialty publications/magazines that might be interested in your project. Include any relevant publications.

3. Monitor your local/state newspapers and keep an updated list of reporters covering nonprofit issues. Look for the bylines and add them to your press list. Update your press list on a regular basis.

4. Include television and radio stations with news and current event talk shows. For broadcast news shows, send a release to the specific reporter covering your issue, or to the senior producer for smaller stations. For talk shows, send to the producer. Target drive time – early morning shows or late afternoon/rush-hour shows.

5. Check to see if you have a local wire-service bureau in your area that might be interested in covering your campaign, press conference or project event.

6. Include college, university and community newspapers, church bulletins and women's and minority organizations' newsletters

7. Include organizations that might be interested in hearing about your campaign or project. They might publicize your project in their own publication or newsletter.

8. Send notice of all events to newspaper community calendars. Nonprofits often get free listings.

9. Verify that you have proper contact names (e.g., assignment editor, health care reporter, community/lifestyle reporter and editorial writer). Obtain correct spelling of names, telephone numbers, email addresses, fax numbers and addresses for background mailings.

10. Find media contacts by searching the web for "Colorado media" or asking nonprofits with similar missions to share their lists. You could also look in Broadcasting Yearbook, Editor and Publisher Yearbook, PBI Media Services or Bacon’s at the library.

### Helpful information to have in your media contact list

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact name, title</td>
<td>Contact preference (email/fax)</td>
</tr>
<tr>
<td>Type of contact (calendar, society, columnist)</td>
<td>Media category (TV/Radio/etc.)</td>
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<td>Address</td>
<td>Language (English/Spanish/etc.)</td>
</tr>
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<td>Phone</td>
<td>Distribution/Reach (City/State/National)</td>
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<tr>
<td>Fax</td>
<td>Focus (general/business/youth/etc.)</td>
</tr>
<tr>
<td>Email</td>
<td>Audience (age/gender/etc.)</td>
</tr>
</tbody>
</table>
FAQ: Who Does What?
South Carolina Association of Nonprofit Organizations (SCANPO)

With individual variations, almost every newspaper and magazine, radio and television station has the following editorial lineup. Use it as your guide to “pitching” your idea.

**DAILY NEWSPAPERS**
- **Editor, managing editor or executive editor**: Determines overall editorial stance of the newspaper (in conjunction with editorial page personnel) and the general thrust of news gathering.
- **Metropolitan or city editor**: Makes day-to-day decisions on what to cover and who will do it. Can refer you to the reporter who covers your beat.
- **Editorial page editor**: Writes some or all editorials. Supervises any other editorial writers and those responsible for selecting op-ed pieces and letters to the editor.
- **Sunday editor**: Assigns and oversees feature articles and other soft news in the Sunday paper, including sections on art, entertainment, lifestyle, nature, outdoors, sports, and travel.
- **Feature editor**: Assigns and often writes human interest stories.
- **Lifestyle editor**: A good prospect for stories on people in your organization who are doing interesting things.
- **Columnist**: These tend to be generalists. Most have special interests as well, such as the environment, politics, or the arts.
- **Beat reporter**: Specializes in a particular field, such as energy, education, labor, medicine, religion or government.
- **Feature writer**: Specializes in stories about people (human interest stories).
- **Correspondent/stringer**: Covers a region in the outlying circulation area of a newspaper.

**WEEKLY NEWSPAPERS**
- **Editor**: In addition to traditional duties, usually writes editorials, some stories, and maybe a column.
- **Correspondent**: Reports on your town or region.
- **Columnist**: May also be the editor.

**TELEVISION AND RADIO**
- **Executive producer**: In charge of a particular program or series of programs.
- **Producer**: Responsible for certain segments of a news program or a specific program in a series.
- **News director**: Responsible for overall tone and content of news programs and, at smaller stations, assigns crews to stories.
- **Assignment editor**: At larger stations makes day-to-day decisions on what to cover and who to send.
- **Station manager**: At smaller stations sets policy on news coverage and supervises overall operation.
- **Program director**: May determine content and select participants of talk shows (or you can deal directly with the talk show host.)
- **Public affairs director**: In charge of public service announcements (free commercials) that you provide, usually aired during off hours.
The mission of the Colorado Nonprofit Association is to lead, serve, and strengthen Colorado nonprofit organizations.

WHO WE ARE
The Colorado Nonprofit Association is a statewide organization that provides leadership, advocacy and program services to the nonprofit sector. The Association acts as the public voice of the sector, sharing information and facts about nonprofits to the public and representing nonprofits in shaping and responding to policy pertaining to the sector.

Program services available through the Association include education and leadership development, public policy support, research and public information, consultation and group purchasing programs. While representing the entire nonprofit sector for much of its work, the Association is also a membership organization – offering added resources and cost-saving programs to its over 1,300 nonprofit members.

CONTACT US
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This toolkit was created by the Colorado Nonprofit Association.
We are very pleased to include excerpts and samples from some of our local partners as well as online sources. Sources are cited within. This toolkit will be updated based on user feedback and availability of additional samples and templates.
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