

## CERTIFIED RECREATIONAL BOATING PROFESSIONAL

### DOMAIN #6 Boating Safety Marketing, Outreach and Public Relations

#### **6. Boating Safety Marketing, Outreach and Public Relations**

##### 6.1 Conduct strategic marketing.

6.1.1 Write comprehensive marketing plans to coordinate activities of a region, event or specific outreach program.

6.1.1.1 Identify audiences, goals and metrics for marketing program.

6.1.1.2 Coordinate volunteers, partner agencies and other stakeholders in outreach and marketing campaigns.

6.1.1.3 Identify budgets, coordinate expenses and reconcile final expenditures of marketing plan.

##### 6.2 Conduct advertising programs.

6.2.1 Create innovative and effective advertising messages.

6.2.2 Identify the best advertising outlet for important messages, for example television, radio, print, internet or social media.

6.2.3 Coordinate, oversee or manage advertising agencies or media companies if appropriate.

6.2.4 Oversee or conduct advertising buys, measure effectiveness and audit budgets.

6.2.5 Conduct analysis of advertising effectiveness and report results.

6.2.6 Refine advertising program and messages based on metrics.

##### 6.3 Write press releases, media alerts, social media and blog posts, news articles and other outward facing written collateral.

6.3.1 Identify best tool to use for written communication, for example press release versus a contributed article.

6.3.2 Use clear, concise and simple language in all written material to reach the widest possible audience.

6.3.3 Write material that adheres to Associated Press style and that can easily be published by media outlets with minimum editing.

6.3.4 Create compelling headlines, leads and writing transitions in all materials.

6.3.5 Write compelling narrative in all external written products.

##### 6.4 Community Relations

6.4.1 Keep a media relations calendar with important community meetings and events.

6.4.2 Develop strategy for representing your agency at community events.

6.4.3 Coordinate and keep in constant contact with community leaders.

## 6.5 Media Relations

6.5.1 Keep an up-to-date list of media contacts.

6.5.2 Respond to all media requests within 24 hours or less.

6.5.3 Reach out to targeted media contacts to promote agency messages, events and news.

6.5.4 Conduct all media relations activities with a focus on honesty and an ethic of serving the media *in addition to* your agency.

6.5.5 Position yourself as a resource for your local, state and national media contacts.

## 6.6 Crisis Media Relations

6.6.1 Respond to crisis media events with professionalism and immediacy.

6.6.2 Keep ongoing relationships with media in anticipation of crisis events.

6.6.3 Coordinate crisis media response between agencies and other responsible parties.

## 6.7 Maintain resources for photography, video, blogging, journalism and other specialty fields.

6.7.1 As a public relations professional, you should have a high degree of expertise in at least one area of public relations in addition to media relations, specialties such as acting as a videographer, photographer, blogger or writer.

6.7.2 Not every public affairs specialist has high competence in every field, so ensure that your team has covered all the basic media and technical skills *or* have vendors in place to meet this need.

## 6.8 Conduct and maintain social media outreach.

6.8.1 Social media is no longer “an option.” Reach out to customers directly using some type of social media, based on your agencies policies and needs.

6.8.2 Maintain an active and engaged social media posture, posting often and responding to constituent posts.