

Enfield's Communications and Media Coalition

November 5, 2022

ARTICLE I.

Section 1 PURPOSE – Enfield Communications and Media Relation Coalition is the develop a strategy to reach a wide audience to raise awareness of Enfield that attract businesses, consumers and grow sales

Section 2. Name of Coalition – Enfield Communications and Media Relation Coalition (hereinafter “CMC”).

ARTICLE II. FUNCTION

Section 1. The main objective of the CMC is the develop a strategy to reach a wide audience, such as radio, television, magazines newspapers and social media platforms. Connecting and providing media sources content that informs the public of Enfield's mission, policies, and practices in a positive, consistent, and credible manner. Using these communication platforms is often the prime way to attract businesses and customers and develop a name for Enfield.

Section 2. Raise awareness

There is a reason large companies constantly advertise is Brand Awareness

The most important goal for media relations is to raise awareness about Enfield's brand, In our case, we offer a great quality and way of life environment, how you feel, affordability, community engagement, serenity and the gowing and expanding business possibilities, at much more affordable than cities, in addition our products and services offered by the 100 businesses here in Enfield.

Section 3. Media relations is all about creating and nurturing those close relationships with them and being a resource to them as well in order to promote Enfield and tell our story.

Section 4. Another approach to building relations is to follow journalists and their work via social media. “While there are many platforms out there, the one that is recommend above most is Twitter. According to PR Daily, 83% of journalists use Twitter and nearly 80% of them said they like it when contacts follow them on social media. The reasons behind this include the option to connect with readers, the opportunity to share their stories in a public place, and the fact they go to Twitter to seek out sources. The tweet below is an example of this, and you can follow the hashtag #journorequest to keep an eye on source requests in real-time.” By Jared Martin.

Jared states It is also important to interact and engage with journalists after you click the follow button. Like there tweets, retweet articles you read and find interesting, and comment on posts with genuine feedback or insight.

Section 5. Businesses and Grow sales

Lastly, the Coalition's objective of media relations is to attract businesses and grow sales through placements and backlinks such as an article in BuzzFeed that links back Enfield ready to buy the products, service of business opportunities being promoted.

ARTICLE III SPEAKERS BUREAU

Section 1. PURPOSE to **promote positive public relations and build community support.**

Forming a speaker's bureau is a great way to increase visibility and people's awareness of Enfield's initiatives, projects, events, and having our own speakers, help get out our message where news media coverage is lacking or a need to disseminate information to broader, diverse interests, or where we need to counterbalance rumors, misinterpretations, or elements of controversy.

Section 2 FUNCTION

Establish a focus group to develop relevant points of interest per targeted audience, ex, organizations, civic groups, businesses, chambers, government, etc., Speaker's bureaus are all about educational outreach.

Use these three steps to approach this process,

- Recruiting willing and knowledgeable speakers (topics can formed around their expertise)
- Preparing presentations
- Finding and scheduling speaking opportunity

MEMBERS - ENFIELD'S COMMUNICATIONS AND MEDIA COALITION

- **Brenda Greene**
- Susanna Martin
- Julia Andrus
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- Gerry Middleton
- Andrew Wirtz