



17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
United States of America

Organization of American States

P. 202.458.3000
www.oas.org

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**MEDIA & PUBLIC RELATIONS-STRENGTHENING THE COMMUNITY COALITION
BY CLAUDIA BAILLY**

Media & Public Relations – Strengthening the Community Coalition


Effective Communications

Claudia Bailly
C.E. Bailly & Associates
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Creating the Media Relationship

- ▶ Strategic planning takes place and goals are created
 - ▶ *Is there a media and public relations strategy?*
 - ▶ *Is an experienced professional helping you?*
- ▶ Begin the time intensive but critical step of bringing the plan to your media
 - ▶ *Who are your key media?*
- ▶ ***Create the Relationship!***


Setting the Stage for a Win–Win Experience

- ▶ Create a timeline of information to feed the media
 - Do you stand apart from others?
 - Is your information valuable and/or creative?
 - Does it support their strategies?
 - ▶ Focus on fewer and more substantive communications
 - ▶ *Nourish the relationship!*
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Alliances & Partnerships

- ▶ The South Florida Coalition Alliance
 - Seek media support with other organizations with common goals
 - It is a considerate approach to the media and one that is of great value to them.
 - Offer added value to the members of the collaborating organizations
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South Florida

- ▶ It has taken 18 months to once again become the “go to” organization for the media.
 - ▶ Today the South Florida Coalition Alliance is a reliable and credible resource for local news media on stories related to underage drinking, the use of other drugs and activities that strengthen the core family structure and help to shape the choices children and teens make when faced with the decision of whether or not to use drugs.
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Two Campaigns

- ▶ Prom (May)
 - Target Audience – parents especially moms
 - There is a high incidence of underage drinking during this time of the year
 - ▶ Family Day (September)
 - Objective – Work to strengthen the family structure by providing simple and basic ideas to help strengthen communication between parents and their children.
 - ▶ Because they need us now more than ever!
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THANK YOU!

Claudia Bailly
cbailly@bellsouth.net