

Project Resources

Publicizing Your CURA Project

WHY should I publicize the project?

When your project receives public notice in a newspaper, magazine, newsletter or other media outlet, it gets visibility that gives a boost to all the project partners:

- ▶ As a student or faculty member, you get a nice record of your work to add to your professional portfolio.
- ▶ As a community organization, you draw attention to your work and can thus increase community support and involvement.
- ▶ As the umbrella organization sponsoring and facilitating the project, CURA gets an illustration of the impact our programs have on communities, which helps us raise the funds and increase the goodwill we need to continue our work.

WHEN should I seek publicity for the project?

At several points during the course of a project, events will likely occur that are especially “newsworthy” or notable. These may include:

- ▶ The project’s kickoff (example headline: “Community Group to Study Important Issue with U of M Assistance”)
- ▶ When you’re seeking input from the community, through surveys, town meetings, focus groups, etc.
- ▶ When a major event related to the project is about to occur (either an event you’re planning, or another community event that relates to the issue you’re working on)
- ▶ When the research findings are to be presented to the community
- ▶ When the issue your project addresses is especially timely or “hot” and is already getting media coverage
- ▶ After the project is complete, when it results in significant outcomes such as additional funds being raised for ongoing work, a shift in public policy on the issue, the development of a new program, etc.

HOW should I publicize the project?

A wide variety of communication tools and strategies exist for getting the story of your work out to audiences that matter to you. Some of these include:

- ▶ Stories in a community newsletter, or those of your partners and supporters
- ▶ Press releases and articles in local, community, or neighborhood newspapers (don’t forget PICTURES—see below)
- ▶ Frequent updates on your website, and those of your partners and supporters
- ▶ Articles in various University of Minnesota publications
- ▶ Local radio or television coverage
- ▶ Promotional or educational videotapes about the project

HOW should I acknowledge CURA's support for the project?

To properly acknowledge the support CURA is providing for your project, we ask that the following statement appear in all published reports, web pages, press releases, or other publicity pertaining to this project:

This project was supported [in part] through student research assistance provided by _____ [specify the CURA program that supported your project—*Neighborhood Planning for Community Revitalization, the Community Assistantship Program, or Community*], a program of the University of Minnesota's Center for Urban and Regional Affairs (CURA)."

WHAT if I need help with my publicity efforts?

CURA staff can help you in your efforts to publicize your project, and welcome the opportunity to work with you to develop materials, coordinate releases, and think creatively about public relations. Some of the ways we can help include:

- ▶ Drafting press releases or articles based on information you provide about the project and, where appropriate, interviews of key people involved or interested in the project
- ▶ Identifying media outlets that might have a special interest in your project and a willingness to publish a story about it
- ▶ Connecting you with resources to help you in your own public relations efforts
- ▶ Helping you select and format photographs you have taken that illustrate your project and will be powerful accompaniments to your stories, or, in some cases, arranging for a photographer to come to your community and document your work
- ▶ Coordinating our publicity efforts with yours for maximum impact

To discuss these or any other ideas related to publicizing your project, please contact CURA's Community Program Assistant, Jeff Corn, at curacbr@umn.edu or 612-625-0744.