



PR Bootcamp Curriculum

10-Week Program | All times are in ET:

Session 1: Wednesday, 2/28, 1-2:30pm (2-2:30pm; break-out sessions)

- Topics: Meet the cohort & PR Mindset, Myths, and Mistakes
- Learning Objectives:
 - Understand the role and importance of public relations in business.
 - Identify common myths and mistakes in PR and learn how to avoid them.
 - Establish a supportive learning environment by introducing and connecting with cohort members.

Session 2: Wednesday, 3/6, 1-2:30pm

- Topic: Building Your Media Landscape
- Learning Objectives:
 - Learn to identify and categorize key media outlets relevant to your industry.
 - Understand how to analyze and leverage different types of media for PR campaigns.
 - Develop skills to build and maintain effective media lists.

Session 3: Wednesday, 3/13, 1-2:30pm

- Topic: Impactful Storytelling
- Learning Objectives:
 - Master the art of crafting compelling stories that resonate with your audience.
 - Learn the basis of T.R.I.P.©, and other data-driven techniques for making your brand's message memorable and engaging.
 - Understand the role of storytelling in building brand identity and credibility.

Session 4: Wednesday, 3/20, 1-2:30pm

- Topic: Visibility Strategy & Your Unique Path
- Learning Objectives:
 - Develop a personalized PR and visibility strategy that aligns with your brand's goals and values.
 - Learn how to differentiate your approach from competitors with your unique Visibility Path©

Session 5: Wednesday, 3/27, 1-2:30pm

- Topic: A Newsworthy Story: Press Releases vs. Evergreen vs. Trendjacking
- Learning Objectives:
 - Learn the anatomy of an effective press release, and when to distribute it.
 - Understand the concept and application of evergreen content in PR.
 - Explore the pros and cons of trendjacking and its role in gaining media attention.

Session 6: Wednesday, 4/3, 1-2:30pm

- Topic: Pitching Audio & Video Format Interviews
 - Guest Speaker: Host Paul Zelizer of the Awarepreneurs Podcast & Community
- Learning Objectives:
 - Develop skills for effectively pitching audio and video interviews.
 - Understand the nuances of different formats and how to adapt messages accordingly.
 - Gain insights from a successful podcast host expert on successful pitching strategies and etiquette.

Session 7: Wednesday, 4/10, 1-2:30pm

- Topic: Thought Leadership and Establishing Your Digital Footprint
 - Guest Speaker: Jennifer Stojkovic, Investor, Author, Speaker, and Founder
- Learning Objectives:
 - Learn strategies for establishing yourself as a thought leader in your industry.
 - Understand how to effectively leverage digital platforms to amplify your message.
 - Gain practical advice from a successful industry leader on building a strong online presence.

Session 8: Wednesday, 4/17, 1-2:30pm

- Topic: Pitching Do's, Don'ts, and Etiquette with local and national media
 - Guest Speaker: Columnist, Editor, and Freelancer Erin Greenawald of Business Insider and (formerly) The Muse
 - Guest Speaker: Columnist and Freelancer Anne Kadet of Crains NY, Café Anne, and (formerly) Wall St. Journal
- Learning Objectives:
 - Master the best practices and common pitfalls in media pitching.
 - Learn etiquette for engaging with both local and national media, freelancers, and substack writers/bloggers.
 - Gain insights from an experienced journalist on what makes a pitch stand out.

Session 9: Wednesday, 4/24, 1-2:30pm

- Topic: Planning Campaigns and Measuring ROI
- Learning Objectives:
 - Learn how to effectively plan and execute PR campaigns.
 - Understand methods for measuring the return on investment (ROI) of PR activities.
 - Develop skills for analyzing campaign performance and making data-driven decisions.

Session 10: Wednesday, 5/1, 1-2:30pm

- Topic: Amplifying your PR Wins, Following Up, AMA
 - Guest Speaker: TBD
- Learning Objectives:
 - Learn techniques for maximizing the impact of PR successes.
 - Understand the importance of follow-up in PR and how to do it effectively.