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Assignment 6.2:

Media Relations Plan:

PACE Center for Girls

“LOVE that Dress!” Campaign

Submitted by:

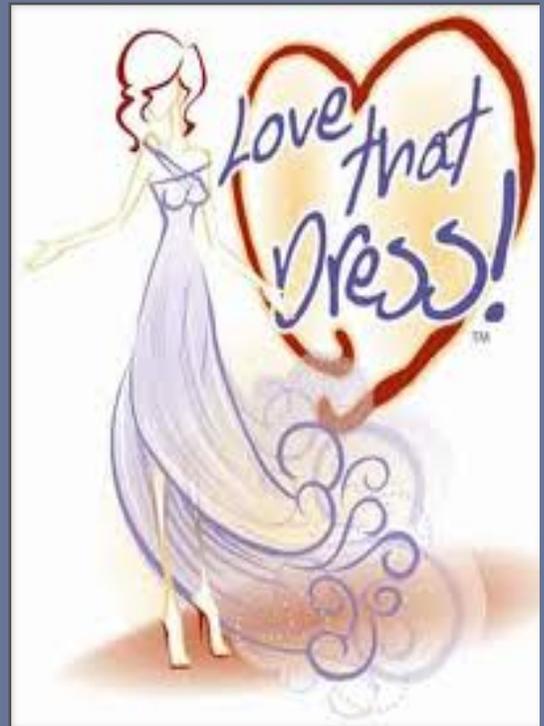
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PSPR 6204

Media Relations in a New Media Age

October 8, 2011



Situational Analysis

“Working for PACE is a ‘calling’ not a career...” –Mary Marx, PACE CEO



Students sob quietly as an Oak tree is planted in their school courtyard. The small seedling is in memory of their 16 year-old friend, Amanda, who was killed this year, along with her boyfriend during a domestic dispute. A moment of silence and a lone camera record the event that marks the isolation of an often forgotten group of extraordinary young ladies found in the swamps and agricultural fields of Southwest Florida’s inlands. Since the great recession, these students—our future—risk losing what little they have to looming state budget cuts.

PACE Center for Girls, Inc. in Immokalee, FL is a community-based early intervention program, serving girls, ages 12-17. It is one of 17 centers of its kind in the state (PACE, 2011).

The PACE model is nationally recognized for helping young women meet with success in school, communication and relationships. PACE mentors young women through integrating education, counseling, life-skills training and advocacy (PACE, 2011). The Florida Office of Juvenile Justice and Delinquency Prevention Study recognizes the PACE model as the most effective program in the nation for keeping adolescent girls out of the “system”. Also, the Annie E. Casey Foundation’s KIDS COUNT Report 2011 names PACE a national model for reducing recidivism and improving school success, employment and self-sufficiency.

PACE in Immokalee provides aid for girls who come from difficult life situations and suffer academically. According to the *PACE Measures in Outcomes Report*, over 70% of Florida PACE girls are victims of physical or sexual abuse, gang affiliation, human trafficking, domestic violence or drug and alcohol abuse. Specifically, the PACE Center Collier at Immokalee and its dedicated staff help these girls reach their full potential and show an astounding 98% high school graduation rate. As a result of PACE Collier protocols, girls stay in school, substantially increasing their opportunities for advancement and remaining out of the juvenile justice system. PACE also reduces the significant long-term costs associated with teen pregnancy, substance abuse, unemployment and long term socioeconomic dependency.

The Pace Board of Directors are taking the lead to execute a strong media relations program to help bolster America's forgotten—predominantly minority young women who forge a meager existence in some of the nation's most inhospitable terrain—often under substandard working, relational and living conditions. The PACE Board of Directors recognizes several challenges, most notably the need to continually nurture and grow the Center as the “heartbeat” of the community and a requirement to balance multiple priorities that maintain student dignity while ensuring their care, service and support. This mission includes a pledge of transparency and meeting the media requirements to document the triumph and tears of teenage girls, who in most cases have never owned a computer, a cell phone, an I-pod or a television.

PACE Collier Love That Dress! (LTD!)

PACE LTD! is a fundraising event designed to raise money for the Collier at Immokalee Center. It encourages area women to donate gently worn dresses. In exchange for a dress, donors received a free ticket to a party, where high-end labels sell for \$20 or less.

The first Collier County LTD! established in August 2011, raised \$23k for PACE Collier with a three-month lead-time, minimal media coverage and limited online presence.

The hope is to establish PACE Center for Girls, Immokalee Love That Dress! as the largest fundraising event of the year for the Center.

Media Analysis

The PACE Board of Directors seek to generate greater awareness and funding for the Collier County Center. Many avenues for reaching this goal have been discussed, including media relations. Although the Center does have social media, it does not have a dedicated media relation's team. A lack of funding, diffusion of responsibility and busy schedules often render public relations for the Center silent. PACE Collier would greatly benefit from a comprehensive and updated media relations plan.

For example, The PACE Collier website is outdated, the Face book page needs a facelift and the Center is not utilizing the valuable personal stories and beautiful photographs it collects as lessons of triumph from young women who have something to share with an ever-curious community and media. Additionally, the executive director has no Twitter account and the center has not conducted a media tour, nor has it composed a media list or created an online pressroom. Some press releases have been sent, with nominal success, as a "spray and pray" approach to generating media attention. If the aforementioned can be updated and folded into a PACE Collier LTD! media campaign, it is worthwhile to explore the possibilities.

It's important to remember that Media relation strategies are ever changing and the media doesn't care about PACE goals or its agenda. The media seeks information, hopes to be 1st with a story, has a deadline, needs access to information and desires to be supplied with factual, interesting and newsworthy material. There is no "one size fits all" approach to media and the standard tagline is: "If it

bleeds, it leads.” (GWU Media Relations Overview Lesson 1, 2011). Since PACE has a great story, it can learn to tell that story in a way media professional’s find hard to resist. NPR’s Scott Simon offers four tips:

1. Have a Point: Offer vivid details, a single memorable phrase and a point people can take away.
2. The beginning is important: Grab attention. Winston Churchill captured a rapt radio audience in 1944 with seven words: “The news from France is very bad.”
3. Telling a good story is like taking a swim: It has a good rhythm and takes place in sections, with short, conversational language.
4. New Technologies: Discover them. Play. Talk. Try. Have a two-way conversation with your stakeholders using online resources.

Research

Love That Dress! started at the Lee County, FL PACE Center as a small “in-home” exchange party. Primary research (focus groups and informal surveys) reveal that the “Love That Dress” concept is a fitting and unique way for both PACE and the community to benefit during difficult economic times and offset potential state budget cuts for the center.

Since its inaugural in 2006, message tracking indicates that Love that Dress! can grow into an exciting opportunity for PACE Collier County, where local area women can purchase bargain “new to you” dresses in a lively ballroom setting, while at the same time supporting PACE. Media articles in area business and news publications also reveal that business owners desire events where they can showcase products or services by contributing in-kind goods in exchange for valuable exposure (Business Currents, 2011).

Statistics about the FL state economy and its affect on charitable fundraising show the June 2011 unemployment rate in Collier County climbed to 11.9 percent while 82% of all charitable donations come from individuals (Gulfshore Life 2011). According to an article in the Naples Daily News, some of the best Southwest Florida non-profit agencies fell short of their fundraising goals, in some cases, over 30 percent. Additionally, the Annie E. Casey Kids Count Report 2011 claims that 70% of young adults ages 16-20 are unemployed, 42% of children in the U.S. currently live below the poverty line, 8 million have no health insurance and Florida ranks 36th in the U.S. for child well-being. This quantitative data is validation that an accessible event with a win-win outcome for stakeholders is a viable strategy.

An informal focus group was conducted with a random sample of 100 local women between the ages of 25-60 to determine the “best” date of the event, which is strategically selected to ensure LTD! takes place before Southwest Florida’s “event season”, when many calendars are already full, and before busy mom’s are chauffeuring kids to and from school or sporting events. Target Date: August 29, 2012.

Observations taken at the PACE Center Collier at Immokalee and the organization’s other events, word-of-mouth and online searches also reveal that PACE has an influential and motivated Board of Directors who can help draw attention to “Love That Dress!”

Planning

Planning requires a list of goals for the publicity effort that include informing people how to use PACE services and get involved with the LTD! event, persuade the public and media about the positive benefits of the Center for the community, get information to the right people about PACE issues, draw people to the event, get volunteers, recruit top-notch board members and protect the Center from liability (Yale Publicity Handbook, 2011).

Additionally, it is paramount to establish priorities, analyze the PACE audience and reach out to media in an effort to gather research, insight and ask what is the most effective way to work with them? (Media Introductions, 2011). Reporters are under pressure, sometimes writing up to five stories at a time so its important to present them with a legitimate story with an interesting angle that is supplemented with visuals, key facts and third party validation. Providing appropriate video and pictures for targeted media shows PACE does its homework (Henderson, 2011).

Based on research, the overall strategy of PACE LTD! is to increase media coverage through facilitating a consistent, timely and key message in keeping with the PACE mission. The intent of this media relation's strategy is to allow open and transparent access to PACE for political leaders, media and the community at large while maintaining the personal privacy of individual students. The media plan should be "people centered", interactive and designed to protect the students while at the same time promoting PACE.

Framing the Pitch

Research and experience supports a focused, responsible and knowledgeable approach to reaching media members. Copy has to be intriguing, specific and well presented because copious PR overwhelms journalists (Media Relations Tools, 2011). Reporters often complain that most press releases are poorly written, excessive, too technical, are sent to too many reporters and have no follow up contact. Journalists appreciate brief, personalized pitches aimed straight at them, which contain irresistible talking points (The Opt-In Strategy, 2011).

The strategic objective is to seamlessly implement and communicate with key audiences about the benefits of the PACE Center for Girls, Immokalee through allowing media access to its LTD! event.

Communications Goals

1. Increase community awareness about the PACE Center for Girls through traditional and online media.
2. Excite area women about an opportunity to purchase nominally priced dresses and help a great cause.
3. Use LTD! as a conduit to raise \$50,000 and positive media exposure.

Media Angle

The angle is to make charity soiree attendance during the upcoming social season more affordable through an economically viable solution for obtaining expensive gowns and cocktail dresses at rock bottom prices while receiving the “feel good benefits” of helping disadvantaged young women with extraordinary personal stories of triumph: “Buy a dress—Empower a PACE Girl!”

Target Audience

The target audience for ***Love That Dress!*** is the media, both online and social, area business owners who are seeking low cost alternatives to showcasing their products or services and middle to upper class middle (household income of \$50,000 to \$250,000), white collar working women ages 25 to 60 who enjoy fashion, socializing with friends and hunting for brand name bargains—all with the added perk of helping a great cause.

This “mover-shaker” crowd is a great audience for PACE, pairing well with high-level business professionals and senior women who attend the Center’s other fundraisers. Other key stakeholders to ***Love That Dress!*** include the PACE Board of Directors, volunteers and in-kind sponsors.

Objectives & Strategies

“Plan Your Work, Work Your Plan.”—Tracy Schario, GWU Professor

Organize the media plan into steps:

- 1. Organize & Clarify Objectives**
- 2. Establish Milestones and Timelines**
- 3. Identify and Organize “Allies”**
- 4. Develop an Action Plan with Specific tactics and assignments**
- 5. Prepare for Contingencies**

Objective 1: Develop a communications platform that provides PACE Collier with an opportunity to highlight the success of its empowerment platform.

Strategy 1: Promote and brand PACE with media, elected officials, business leaders and community women to position it as the most effective and referenced model for keeping at risk adolescent girls “out of the system”.

Strategy 2: Create a Media List, Conduct a Media Tour, Engage policy makers to build PACE credibility through invitations to tour the Center, speak to students and join them for lunch.

Objective 2: Position PACE as a community advocate by communicating with stakeholders and providing relevant, engaging and personalized stories in a user-friendly interactive format.

Strategy 1: Create a PACE girls LTD! Blog where anonymous students can share personal stories with the public and media. Host an LTD! Logo contest and make it a fun and interactive online resource that encourages creativity and participation.

Invite List: Use Last Year’s Check out forms from LTD! to compile a list of 2012 invitations that encourage “shop with a friend” and “empower a PACE Girl”.

Objective 3: Raise Awareness of the PACE model by using humor to communicate a series of messages/lessons about the importance of empowering disadvantaged youth with education, life skills and guidance.

Strategy 1: Develop social media platform to support and extend reach of PACE Collier’s LTD! Event.

Build buzz by capitalizing on other charity events and the news cycle to advance coverage of the PACE LTD! Event.

Offer “Thee Dress” Award to the lady who donates the most beautiful dress of the event.

Use a local Celebrity Chairperson as the figurehead for the PACE Collier LTD! event

Host a fashion show of the “worst” dresses donated, with GUYS modeling the dresses.

Host a silent auction at LTD! where local business owners can donate products or services and receive a media hosted “Shout Out” at the event.

Obtain “famous dresses”. Naples is a second home to actress and artist Jayne Seymour, Judge Judy, Kim Basinger, Kate Capshaw, a former Miss America and a bevy of other celebrity women. Put out a call that “PACE WANTS YOUR DRESS!” The celebrity dresses should be photographed, given a label, statistics and a story and shown online under an LTD! Page entitled, “LOOK What we Got!” for community salivating pleasure.

Traditional Media:

Compose a Targeted Media List and Plan a Media Tour for the following Daily and Weekly Newspapers & Publications in response to research and pitching, editorial print and online coverage for PACE: The News-Press, Bonita Daily News, Florida Weekly, Naples Daily News, Collier Citizen, The Breeze and Gulfshore Business.

Magazines: Naples Illustrated, On 5th, Gulfshore Life, E’Bella, Profiles of Distinction, Naples Health, Awakenings, The Social Register (printed annually).

Social Media:

The PACE Website offers multiple opportunities to “capture data that conventional media outreach makes difficult and for which you really have to dig” (Measuring Online Media, 2011).

For example, through the PACE online press room and website, you can:

“Track email addresses of stakeholders who visit and access the site thereby keeping your lists current and more up-to-date.

Capture information about reporters' areas of interest, publications, geography etc., and those who are seeking interviews or additional background information.

Track the amount and frequency of media contact by the material they request; this indicates what they are and are not interested in.

Track web based content that appears in both online and traditional media coverage.

Conduct online briefings/web casts, track attendance, and track areas of inquiry and interest.

Gather formal and informal feedback on content, stories, issues, and positions.” (Measuring Online Media, GWU 2011).

This data can be used to upgrade the following:

Face Book

Link and update the FB Page to the PACE—Collier Website and separate LTD! Event Page. Include categories where the community and business leaders can “like” events or comment on requests for suggestions or input.

Twitter

The PACE Collier Executive Director should have a Twitter account that is linked to both Face Book and the PACE Collier Website. This way, she can instantly communicate with her followers, including the BOD, the community and leaders about any progress, problems or great news affecting the Center.

You Tube

Joshua Abel, owner and film producer at Mangrove Media (www.mangrovemedia.com) filmed the inaugural PACE Collier LTD! at no cost. He has agreed to edit the event, replete with community and board member interviews, and upload his documentary to You Tube. PACE will highlight links to his work on You Tube within its social media and website pages.

Flickr

Professional Photographer Barrett Abney (<http://www.flickr.com/people/barrettabney/>) has compiled a beautiful collection of photographs documenting the daily PACE lives of students and PACE events. He has given permission for PACE media relations to view and use his photos on “Drop Box” and connect them, where appropriate, to social media. In return, his business will be highlighted and credited on PACE media. Students, staff and the community at large should also be encouraged to upload and share their PACE related photos.

PACE Collier Website

Create an Online Press Room with a direct link to LTD! where people can read FAQ’s, buy tickets or obtain media and background information about PACE and its largest fundraiser of the year.

Update the site with current statistics and academic studies that show just how beneficial the PACE model is for the community and the girls it serves.

Highlight Grant Proposals: The Center has submitted a federal grant proposal to implement a full time mental health clinic at the school.

Add a monthly PACE Center Executive Director Blog through Word Press

Add a student blog where girls can upload and post anonymous and approved stories regarding their trials, tribulations and triumphs.

Host a guest book where visitors can send the girls general words of encouragement or sound advice.

Host an online Creative Arts Center to showcase drawings, paintings, poems and short stories from the students.

Host an alumni “Where are they Now?” section so former PACE Girls can serve as an inspiration to both the students and the community by posting their successes.

Radio & Television

Live television interviews on Fox 4 Rising (WFTX), The Morning. Blend (WFTX) and WINK News Now (WINK), which covers such events.

Local Radio Station’s and their media personality contact have been researched and are listed in the Appendix of this plan. Stations outside the target audience or message have been omitted.

Challenges

According to Gulfshore Life Magazine, Naples, Florida is located approximately 30 miles from the PACE Center in Immokalee. It is one of the most affluent areas of the U.S. and gives more money to charity per population than any other city of its size. However, with this generosity also arrives a myriad of charitable causes vying for the hearts and minds of donors and the media. How can the PACE Center, with limited resources, compete against more established charities such as the coveted “Naples Winter Wine Festival”, the largest fundraising event in the entire nation? It can’t. But since the NWWF raises money for all children’s charities in the county, PACE can get on its list as a recipient with a media plan.

Additionally, Gulfshore Life published five tips for getting philanthropists and media to unlock their wallets and open their ears to a pitch. The number one solution to the challenge, straight from the folks who donate or write: “A personal connection is key”.

For example, Allen Ryan and his wife moved to the Naples area a few years ago. He learned

through a friend about Immokalee. "...People took my wife Diane and me out to Immokalee," he says. "We saw the poverty and we saw the kids, and you couldn't not want to do something to help." The Ryan's have donated every year since.

A local media editor comments, "I was sitting next to a woman who took a call from a child in crisis. I learned she was a mentor for a local center. There's nothing like seeing someone having that interaction...seeing the heart and soul...getting curious and pulled into a connection."

A bigger challenge is choosing the right media outlet. Since there is no lack of charities or media coverage for events, many competing publications in Naples insist on event exclusivity coverage. Will PACE choose wisely? The most widely distributed and colorful publication is Gulfshore Life. Is it the best for PACE? It warrants more research to discover if the Naples Daily News might be a better choice for PACE to reach its target audience.

Execution

Conduct a two-phase media and community outreach—first around the PACE "ask" luncheon in February and second, the launch of LTD! dress collection parties in April to sustain momentum.

Coordinate the LTD! launch around the PACE "ASK" Luncheon and invite a select group of policy leaders to dine and hear the PACE Executive director present PACE background while a few chosen PACE girls share their success stories. Conduct an extensive local media outreach around the LTD! event and Ask lunch where PACE girls send an "open letter" to personally targeted media.

Execute PACE's first ever blog campaign, including community outreach from the PACE girls and help local businesses design free ads for placement on the PACE blog.

Conduct a PACE Board of Directors local media tour, a radio media tour and distribute a social media release with the PACE Executive Director and Board Chair discussing LTD!

Extend LTD! to multi-cultural media. Collier County is a melting pot of Creoles, Haitians, Native Americans and a large Spanish speaking population, in addition to extended stay Europeans.

Additionally, the Middle East Delegation for Better Government visited PACE Collier two months ago as part of an American tour of nonprofits and business leadership. Touring PACE, they said, was the highlight of their trip. This revelation should be highlighted in PACE social media.

Create B-roll footage on what it takes from the staff, girls, board and volunteers to launch LTD! and distribute it to local stations.

Budget & Timeline

The PACE Collier LTD! budget is \$5,000. Most of the work, planning and execution are done through volunteers and in-kind contributions. The space, photography, hangers, tagging, posters, marketing, social media, security, music, food etc. is donated.

BUDGET	
BUDGET CATEGORY	Total Cost
Naples Grand Hotel Ballroom	\$1000
After Party Food	\$500
Incidentals	\$250
Travel & Expenses	\$150
Volunteer Appreciation Party	\$200
Media Relations	\$500
IT help & Data Analysis	\$500

Final Report Prep & Distribution	\$300
Dress Collection Parties Tickets, Invites & Printing	\$700 \$900
TOTAL	\$5000

TIMELINE	
Week	Objective Completed
October 2011	Event Post Mortem & Report for LTD! 2011
October 2011	Celebrity Chair, Co-Chairs & PACE BOD Liaison Chosen for LTD! 2012
October 2011	Event Venue and Date Solidified
November 2011	Task Committee Leaders Chosen
November 2011	Task Lists & Volunteer Checklists Created
November 2011	Media Relations Plan & Spokesperson Adopted
January 2, 2012	LTD! Media Radio Kickoff & Dress Collection Parties Announced
January 2- August 28	Targeted Media Pitches & Online Releases
February 20, 2012	PACE "ASK" Luncheon
February 27, 2012	BOD Meeting LTD Progress & Social Media Update
March 5, 2012	Media Tour
April 1	Naples Art Museum Dress Collection Party Event
April 19	PACE BOD planning Assessment & Evaluation
April 19-July 31 June 18, 2012	Dress Collection & BOD Meetings as Needed SAKS Waterside Shops PACE LTD! Fashion Show
August 1-25	Clean, Size, Hang and Tag Dresses
August 29, 2012 September 8, 2012	PACE LTD! Event Final Report

Contingencies

Contingencies are especially important because we must aim to design a plan to impact groups that can be arbitrary and capricious, i.e. the news media and donors. Anticipate the unexpected. Approaching this plan with alternatives in the event of unexpected emergencies has a big impact on success. No one forgives plan failure if you don't anticipate opposition or prepare (Media Relations Planning, 2011).

For example, who is PACE's spokesperson? Who is in charge? If you capture a journalist's attention are you ready? Is the budget negotiable? What if an event chair gets sick or volunteers fail to show? What if a reporter uncovers something salacious about one of PACE's vendors?

It is also highly recommended that the PACE Board of Director's create a comprehensive Master Playbook for PACE that includes the media plan, charity events, volunteer task lists etc.

Be realistic with outcomes and prepare to reassess and adjust efforts as the process unfolds.

SUMMARY

News in today's world is reported constantly, using traditional channels such as print media, television and radio but also via Web sites and an ever-increasing variety of online sources such as blogs and podcasts. Despite variety, the most effective media relations plan houses one key element of success: develop a personal connection. Learn what the media and stakeholders consider news and work with them on a professional level to make the PACE story happen. Those charged with media relations for the PACE Center must be able to spread enthusiasm with clear and credible messages, using everyday words that are crafted and neatly tucked inside the context of legitimate news. High-level techniques, consistently and professionally managed deliver impressive results where great coverage can catapult laymen into becoming legends.

Appendix

Media List

SOURCES

PACE--COLLIER MEDIA LIST – 2011-2012

Naples Daily News

Alan Bartlett, city editor
435-3457
albartlett@naplesnews.com

Dave Osborn, assistant city editor/School Page editor
djosborn@naplesnews.com

Jeff Lytle, editor, Editorial Page
263-4773
jflytle@naplesnews.com

Letters to the Editor
letters@naplesnews.com

Katherine Albers (covers school issues)
kalbers@naplesnews.com

Eric Staats (environmental)
emstaats@naplesnews.com

Sheila Mesulam (listings, People, Places & Things column) – deadline for listings is Tuesday preceding next week’s meeting)
snmesulam@naplesnews.com

Quick Read column (and web)
news@naplesnews.com

Education Editor
jochoa@naplesnews.com

Business Editor
business@naplesnews.com

John Osborne (stringer)
johnosborne@hotmail.com

Tracy Miguel
tmiguel@naplesnews.com

Barbara Bova, columnist
Babovacolumn@aol.com

Traditional Print Media

The News-Press:

www.news-press.com (check for specific editors)

Florida Weekly:
news@floridaweekly.com
cpierce@floridaweekly.com

Collier Citizen (weekly, two weeks lead time):
Kaydee Tuff, editor
news@colliercitizen.com

Marco Eagle
naouillette@marcoeagle.com

Naples Sun Times (several weeklies):
Leigh Brasier
239-775-6080
editor@naplessuntimes.com

Naples Journal/Pelican Bay Journal (weekly):
Melissa Lane, coordinating editor
colliercitizen@gmail.com

North Naples Journal:
Reg Buxton
nnjournal@comcast.net

Naples Journal/Pelican Bay Journal:
Stephen.wright@naplesnews.com

Magazines

E Bella
editor@ebellamag.com
Candace@ebellamag.com

Natural Awakenings
nacalendar@naturalawakeningsmag.com

Immokalee media
margafournier@hotmail.com

Bernadette LaPagliaco (freelance)
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Naples Illustrated
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Gulfshore Life
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shellieb@gulfshorelife.com
deniceas@gulfshorelife.com

Bonita Living
editor@toti.com

Gulfshore Business
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jilt@gulfshorebusiness.com

Online

Gulfshore Business (daily)
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Broadcast (send in an e-mail, no attachments)

ABC-TV
newstips@abc-7.com

Beasley Broadcasting Group, Inc.
Sheila@bbswfl.com

NBC-2 TV
newstips@nbc-2.com

Fox News
news@fox4now.com

WINK TV
news@winknews.com

WGCU
Amy Tardiff, news director
wgcunews@fgcu.edu
bsteinhoff@wgcy.org

Collier County School News

(where the subject is education and/or includes mention of CCSD employees)

Joe Landon, Public Affairs Director
Landonjo@collier.k12.fl.us

RADIO OUTLETS 2011-2012 PACE Collier Media:

WINK 1240 AM	Powertalk 1200 - SW Florida's News & Talk Leader	Fort Myers, FL	Website
WBGY 88.1 FM		Naples, FL	
WNOG 1270 AM	Powertalk 1200 - SW Florida's News & Talk Leader	Naples, FL	Website
WVOI 1480 AM	Good Time Oldies	Marco Island, FL	Website
WAFZ 1490 AM	Radio Fiesta Christian Talk Radio	Immokalee, FL	Website
WCNZ 1660 AM	News Radio 1660	Marco Island, FL	Website
WMKO 91.7 FM	Florida Gulf Coast University	Marco, FL	Website
WAFZ 92.1 FM	Radio Fiesta	Immokalee, FL	Website
WRQC 92.5 FM	Real Rock 92.5 - SW Florida's Rock Station	Estero, FL	Website
WTLT 93.7 FM	Lite FM 93.7	Naples, FL	Website
WARO 94.5 FM	Arrow 94.5 - All Rock & Roll Classics	Naples, FL	Website
WRXK 96.1 FM	96K-Rock	Bonita Springs, FL	Website
WINK 96.9 FM	Wink 96.9 - The Best Variety of the 90's and Today	Fort Myers, FL	Website
WGUF 98.9 FM		Marco, FL	
WAVV 101.1 FM	SW Florida's most listened to station for 9 years	Marco, FL	Website
WWGR 101.9 FM	Gator Country 101.9	Fort Myers, FL	Website
WSGL 104.7 FM		Naples, FL	Website
WBTT 105.5 FM	1055 The Beat Jamz - SW Florida's Party Station	Naples Park, FL	Website
WZJZ 107.1 FM	Smooth Jazz	Lehigh Acres, FL	Website
WCIW 107.9 FM		Immokalee, FL	
WINK 1240 AM	Powertalk 1200 - SW Florida's	Fort Myers, FL	Website

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