

Media Relations Strategy for Board Leadership

Date: [Insert Date]

To: [Board Member's Name]

From: [Your Name]

Subject: Media Relations Strategy Overview

Dear [Board Member's Name],

I hope this message finds you well. As part of our ongoing efforts to enhance our organization's visibility and reputation, I am pleased to present our Media Relations Strategy tailored for our board leadership.

Objectives

- Increase positive media coverage.
- Establish board members as thought leaders.
- Build lasting relationships with key media contacts.

Key Strategies

1. Develop a comprehensive media toolkit for board members.
2. Coordinate regular media training sessions.
3. Craft tailored press releases for notable board initiatives.

Action Plan

1. Schedule a strategy meeting to outline specific goals and schedules.
2. Identify potential media opportunities and prepare talking points.

Next Steps

Please let me know your availability for a follow-up meeting to discuss this strategy further. Your insights will be invaluable as we move forward.

Thank you for your attention and support.

Sincerely,

[Your Name]

[Your Title]

[Your Organization]