

Chapters are at times contacted by the media or conduct their own media outreach in order to promote their initiatives and achievements. These guidelines are meant to assist Chapter Volunteers with effective and responsible local media engagement.

FIVE KEY GUIDELINES for engaging & handling local media

1. Focus on your Chapter Story & Reputation

- The local media are particularly interested in stories and initiatives that specifically impact their ecosystem and communities. It is good practice to focus your story-telling on the Chapter achievements, special event, or newsworthy activity specific to your local area. This increases relevance of the story-telling and is more likely to interest media.
- If you plan to engage with media outside of local press opportunities (e.g., national or industry publications), please coordinate with your Regional Communications Lead to ensure alignment. Your Chapter Engagement Manager can introduce you to them.
- The reputation of your Chapter is an important factor when considering third-party involvement in your promotional activity. Each Chapter must ensure any initiative or partnership with third-party organizations or individuals are vetted by the Chapter Board and aligns with the [PMI Culture Values](#). For further clarity and assistance with reputation management for Chapter events, please contact your region's Chapter Engagement Manager.

2. How to reference your PMI Chapter in media outreach

- It is good practice to accurately reflect the business entity of your Chapter; this will help to clarify that the story idea is coming from your PMI Chapter (rather PMI Global). Ensuring all Chapter media outreach include the full name and location of your chapter is important; for example, "PMI Washington D.C. Chapter."
- Chapter Representatives are the primary promotional spokespeople for their Chapter. Chapter Representatives must introduce themselves as a member of a PMI Chapter, using the official and correct Chapter name. Include website and social media links to your Chapter's website for more information.
- When issuing a press release, including a Chapter-specific boilerplate is good practice. This is a short, single paragraph (which starts with "About PMI Chapter NAME/LOCATION") describing your Chapter and includes a link to your Chapter website. If your chapter does not already have one drafted, we recommend referring to your Chapter website and using the "About" section as a starting point. If you would like PMI to review your Chapter boilerplate, contact your region's Chapter Engagement Team who will seek advice from the Regional Communications Team.

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3. Be clear who the media contact is in your Chapter

- For media outreach, it is good practice to include a PMI Chapter press contact. This makes it easy for the journalist to know who to reach out to for further information. It is also best practice to designate a single spokesperson for the chapter.
- We encourage you to share the names and contact details of leaders responsible for PR, Marketing and Social Media for alignment with local Regional Communication Leads.
- Clarify that your press contact is a Chapter Volunteer and not a PMI employee by referencing the press contact correctly. Example: PMI Atlanta Chapter Marketing & Communications Director.
- Chapters may choose to contract third-party communications agencies to manage communications and conduct media outreach. When onboarding Chapter agency partners, please ensure that your agency follows Brand Guidelines and that all storytelling aligns with the [PMI Culture Values](#).
- Ensure potential media spokespeople for your Chapter are authorized to speak on your Chapter's behalf and will be an ethical representative who is committed to nurturing and safeguarding the reputation of your Chapter and PMI Global. You can achieve this by checking with your regional Chapter Engagement Team to ensure that your nominated spokespeople are in good standing with PMI and allowed to represent PMI externally. Ethical concerns should be reported to the [PMI Ethics Review Committee](#).

4. Tips on how to handle incoming media enquiries

- There may be times when media contact your Chapter proactively. We call these "incoming media enquiries."
- As a first step, try to understand what the journalist is researching and why. You can ask them for an overview or a list of questions they would like to explore during the interview. There is no need to provide a response until you have considered whether it is in your Chapter and PMI's interest to take part.
- Consider whether this query is specific to Chapter activities and whether it will help you promote Chapter membership, experiences, engagement and the project management profession.
- Consider whether there are any risks to your Chapter's reputation for each incoming media enquiry.
- Contact your region's Chapter Engagement Team if you would like support in handling incoming media enquiries that may involve risk to your Chapter's reputation. They will reach out to the Regional Communications Lead who can advise on media handling tips and messaging guidance.
 - **Note:** your Chapter may need to provide translations of messaging/communications provided by Regional Communications Leads. It is important to build language localization into your timescales and resource planning.

5. How to handle media requests & enquiries outside of Chapter Communications

- For media relations outside of local press opportunities (e.g. national or industry publications or on a broader topic request) please coordinate with your Regional Communications Lead for approval and coordination.
- For Chapter Communication requests and media enquiries for a PMI executive spokesperson (such as PMI ELT or Board member), please contact your Regional Communication Lead for approval and coordination.

SUMMARY

Chapters can maximize the opportunities for media promotion and work effectively to amplify their Chapter initiatives locally. For Chapters that choose to engage in local media outreach, PMI is offering these tips to help you be responsible stewards of the PMI Brand and clear in your local press communications. Alignment with PMI Communications is encouraged through your primary point of contact – the Regional Chapter Engagement Team. They will connect you to the Regional Communications Leads. Together we can strengthen relationships with media stakeholders while safeguarding the reputation of PMI and PMI Chapters.

We encourage Chapters to be specific in your promotion of Chapter initiatives to the media and to keep your Regional Chapter Engagement Team and Regional Communications Lead updated of any planned media outreach work.

Additional Resources

- PMI Brand Guidelines are available in the [Marketing Portal](#).
- [Chapter Volunteer Resource Hub](#) includes information on PMI products, thought-leadership and PMI publications.
- All other policies can be found in the [Policy Manual for PMI Chapters](#).

Questions

If you have questions about these guidelines, please contact chaptersupport@pmi.org