

Meals on Wheels MEDIA TRAINING



August 30, 2011

Laura Huth, *do good Consulting*

introductions

- Your name and chapter
- How long you've been a part of Meals On Wheels
- What your position is with Meals On Wheels

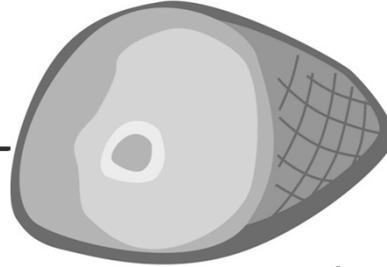
session overview

- The Power of One (plus one plus one)
 - Types of Media
- Messages, Talking Points & Sound Bites
 - The Power & Art of Storytelling
 - Tips for Working With the Media
 - Role Plays
 - Personal Goal Setting

today's GOALS

- ✓ Learn basic and advanced methods of working with the media to promote Meals On Wheels
- ✓ Learn about messaging, talking points & storytelling
- ✓ Better understand individual and collective roles in publicity for Meals On Wheels
- ✓ Gain solid ideas for moving Meals On Wheels into the future using the media as the vehicle
- ✓ Engage in role playing
- ✓ Create Personal Action Plans

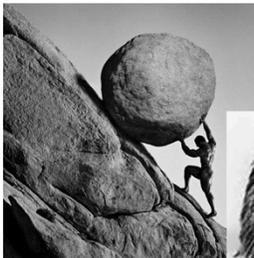
our experiences



How much media experience do you have and how eager are you to use the media to promote the Meals On Wheels mission?

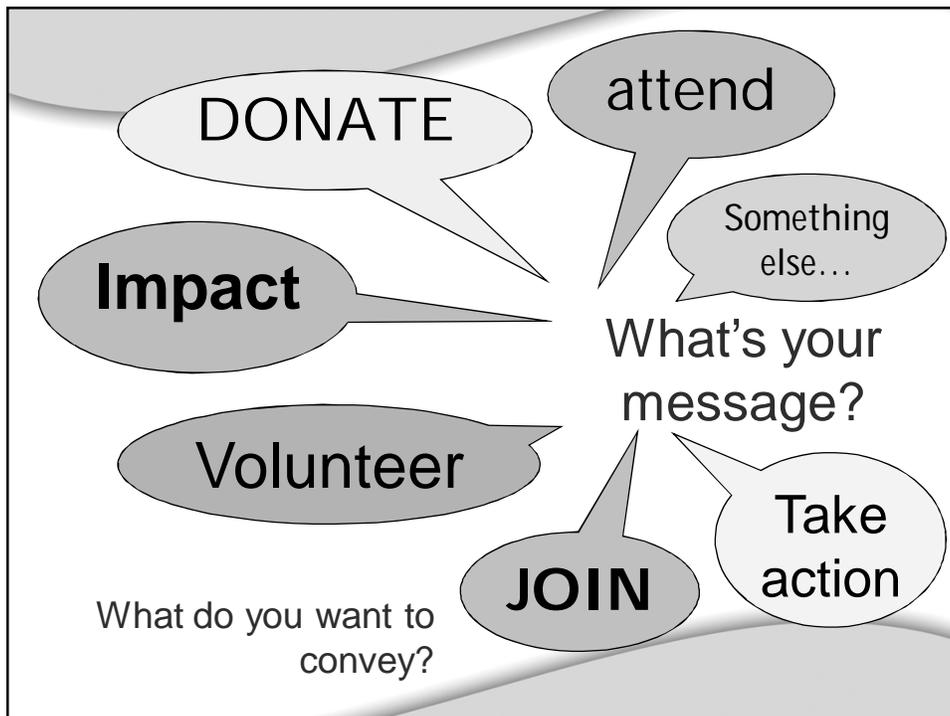
Choose a 1-pound, 3-pound, or 5-pound ham that represents your experience and comfort level with working with the media. Stick it to your name plate.

the power of 1 (+1+1)





People need to hear something as many as **12 times** before they actually *listen* to what you're saying.



Unleashing the Power of the Media

media types



- ✓ RADIO
- ✓ TELEVISION
- ✓ PRINT
- ✓ SOCIAL MEDIA



media types

RADIO

WHAT: A 1-pass communication opportunity with a more personal, 1-on-1 feel to listeners.

- ✓ Adopt a more casual style for radio programs and interviews
 - ✓ No opportunity for visual references
 - ✓ Avoid long lists, facts, and statistics
- ✓ News story, interview, human interest, etc.



media types

TELEVISION

WHAT: A demanding and exposing 1-pass medium critically viewed by the audience.

- ✓ Body language, dress, background, and movement all seen and evaluated by audience.
 - ✓ Sounding and looking credible a must.
 - ✓ Use slow, controlled gestures.
 - ✓ Pay attention to intonation and facial expressions.
- ✓ Be brief, to the point. Get key message across quickly.



media types

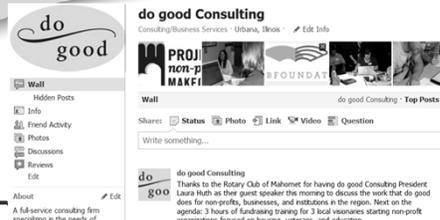


PRINT

WHAT: A written multi-pass communication vehicle with still photo and fact elaboration opportunity.

- ✓ Stay on message; avoid rambling. Place tonal emphasis on key messages.
 - ✓ Convey key messages early.
- ✓ Photo opportunities for additional information.
- ✓ Graphs, charts, maps can be used as sidebar stories.
 - ✓ Can be less time-sensitive than other media.
- ✓ Feature story, news item, human interest, photo op, etc.

media types



SOCIAL MEDIA

WHAT: A form of communication that integrates technology, telecommunications, and social interaction, and uses words, pictures, videos, and audio.

- ✓ Facebook, LinkedIn, blogs, Twitter, etc.
- ✓ Explosive growth across all age groups and demographics.
- ✓ Have a friendly face for people to connect to.
 - ✓ Keep it up-to-date.
- ✓ Interactive: everyone can participate.

imagine yourself a reporter

Reporters generally ask 3 questions when evaluating a "pitch":

- Why now?
- Why is this news?
- Who cares?



Katya Andresen, Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes

what's newsworthy

YES

- Win an award or other major achievement or milestone in organization's life
- Launch a significant new program
- Secure significant grant or gift
- Expert opinion on current events/situation

NO

- Need money
- Day-to-day, routine operations
- Board elections

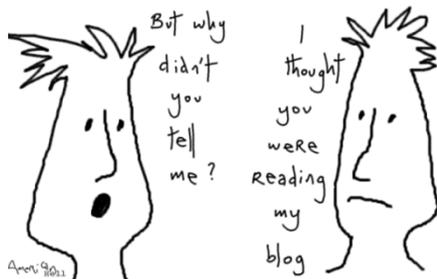
SOMETIMES

- Annual dinner or other "typical" event
- Move, expand, open house

making it newsworthy

- Give the reporter an exclusive, or "scoop".
- New, novel, or original stories: the "gee whiz" factor.
- Add a celebrity.
- Superlatives (first, biggest, oldest): more "gee whiz".
- Conflict or controversy is news.
- Be part of the solution: a rare "good news" story.
- Put a face on the story.
- A local angle on a national news story.
- Photos and photo-ops.

TALKING POINTS... If you don't tell 'em, how will they know?



what does Meals On Wheels do?

developing strong messages

- 1) **Desired outcome:** *What do you want the audience to do or know?*
- 2) **Target your listeners:** *Elected officials, partners organization leaders, seniors, young volunteers, etc.*
- 3) **Audience focus:** *What is on the mind of the audience which you are addressing?*
- 4) **Recognize commonalities:** *Make what you are promoting overlap with audience focus.*
- 5) **Best vehicle for message:** *Brochures, newsletters, media, social media, etc.*

talking points & sound bites

- Briefly, put your work in context: what's the problem and why is what you do so important?
- Paint a picture of what you do and for whom. How does my support make a difference on the ground?
- Don't just repeat your mission statement
- No jargon, avoid acronyms: MOW, 501(c)(3), etc.
- Use concrete, easy-to-visualize words/phrases ("*nutritious meals and human connections mean independent living*") over abstract ones ("*fighting hunger*")
- Share opportunity. What can I do to help?

GOOD vs. BAD

sound bites, messages & talking points

GOOD

- ✓ Meals On Wheels helps over 4,000 elderly people in our region maintain healthy lifestyles while living independently as long as possible.
- ✓ Meals On Wheels volunteers deliver over 150 hot meals 7 days a week while providing daily safety checks and friendly interactions to the seniors we serve.

BAD

- ✓ MOW gives free food to old people who refuse to go into nursing homes.
- ✓ MOW is only for seniors.

word wall

TAKE 10 POST-IT NOTES.

- On five, write 5 words or phrases you **DO** want people to associate with Meals On Wheels.
- On the other 5, write 5 words or phrases you do **NOT** want people associating with Meals On Wheels.

Stick your post-its on the wall in the correct section.

talking points & sound bites

Sound bites

- *Find a partner.*
- *Take a sound bite "scenario".*
- *Read it. Role play it.*
- *Exchange roles.*
- *Do it again.*

The Power & Art of STORY TELLING

the art & power of STORYTELLING

*"Numbers numb, jargon jars, and nobody ever
marched on Washington because of a pie chart.
If you want to connect with your audience, tell
them a story."*

-Andy Goodman

the art & power of STORYTELLING

*Romeo met Juliet and thought she
was really pretty, but her dad didn't
like him and they both ended up dead.*

-Shakyspeer

the art & power of
STORYTELLING

*“Child prostitution in the United States
has increased ten-fold in the last decade.”*

the art & power of
STORYTELLING

*She stood on the curb, scared and lonely in a
skimpy halter top and red lipstick. It was 2AM.
The breeze made her shiver. She was 13,
perhaps 14.*

*In the last decade alone, child prostitution
across the U.S. has increased ten-fold.*

emotion & storytelling

- People remember stories, not facts
- Tell stories about people, not the organization
- Keep your message simple and positive
- Tell the right story to the right audience
- Speak from listener's perspective, not yours

activity: STORYTELLING

- Think of a transformative experience you have had, seen, or heard about with Meals On Wheels.
- Use the Story Time handout in your folder to "write" the "introductions" to two MOW stories you have experienced or heard about.
- Find a partner and share your stories.
- Share your favorite story with the group.



BREAKTIME!

Be back in 15 minutes, please



**Tips for Working
With the Media**

- **Why now?**
- **Why is this news?**
- **Who cares?**



**so, you have something
newsworthy...**

what next?

1. **Ensure your press list is up-to-date.**
2. **Determine angles and media type and frame your story appropriately.**
3. **Write your press release or pitch.**
4. **Email, fax, and use social networks.**
5. **Make follow-up calls/contacts.**

tips for working with the media

- Get to know local reporters. Always take their calls and answer their emails. Friend them on Facebook. Learn their names.
- Get comfortable with your talking points. Practice responses in advance.
- Always be prepared so you come across confident and calm.
- Be accessible, flexible, honest, reliable, and always follow up.
- Stay on message: use the questions asked as an opportunity to promote and clarify your message.
- No jargon, and avoid “no comment”, “off the record”, “um”, “like”, and “you know”.

more tips for working with the media

- Add all reporters to your mailing list. Personally send copies with your business card attached and a note directing them to an item of particular interest.
- Keep your media list updated – media turnover is rapid.
- Always give the media newsworthy information. It should be new, noteworthy, and relevant to a large share of the public.
- Create a media kit on your website with your history, mission, goals, brief profiles of key staff and board, recent news releases, annual report, and newsletters.
- Use breaking news stories to promote your group. Have a trained cadre of ‘experts’ who can speak to the issues.
- Thank reporters for coverage; never nitpick minor inaccuracies.

the power of **IMAGE**

Act and look like what you want people to know or think about Meals On Wheels:

- ✓ Professional and reliable
- ✓ Results-oriented
- ✓ More than just meals
 - ✓ Diverse
 - ✓ Etc.

the 6 **C's**

- Speak with **CONVICTION** and in a **CONVERSATIONAL** manner.
- Use **CATCHY PHRASES** (sound bites).
- Maintain your **COMPOSURE**.
- Project **CONFIDENCE**.
- Use **COLOR**: tell stories!

common mistakes

- Speaking from your point of view rather than the audience's.
- Not getting your story straight.
- Telling the wrong story to the wrong audience.
- Lacking a reason for the audience to connect or care.

working on camera and radio

- Check the mirror.
- Get comfortable with your audience and talking points.
- Quiet location, no interruptions.
- Live or recorded?
- Talk in sound bites and short sentences. Avoid fillers (i.e., ums) and speak in full phrases.
- Solid color clothing, simple accessories. If you don't need your glasses, remove them.
- Look at the reporter, not the camera.
- Stand still in front of the camera and microphone.

writing a press release

- On letterhead, strong margins.
- Date, contact information at top.
- Suggestive and descriptive headline.
- Lead with the 5 W's.
- Strong quote.
- Remaining information.
- Close with organizational information.
- One page.
- End with ###.

role playing!

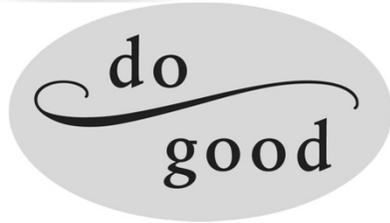
**Take 10 minutes to fill out
your Meals On Wheels
PERSONAL ACTION
PLAN**

Take 5 minutes to talk with a partner about:

1. The most important or interesting thing you learned today
2. One thing you'll do differently as a result of today's training

Now report back to the group:

1. What's the most important or interesting thing you learned today?
2. What one thing will you do differently as a result of today's training?



**Training & Consulting
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"Go into the world and do well. But more importantly, go into the world and do good."

- Dr. Minor Myers, Jr., Former President, Illinois Wesleyan University