

Meals on Wheels MAXIMIZING MEDIA RELATIONS



PART ONE

May 8, 2012

Laura Huth, *do good Consulting*

session overview

- An updated look at traditional media
- Messages, talking points & sound bites
- Working with the media & pitching stories
 - Building relationships
 - Killer press releases
 - Interview like a pro
- Spokesperson/spokespeople

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.

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



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 viewers
 - ✓ Must sound and look credible
 - ✓ Slow, controlled gestures
- ✓ Pay attention to intonation and facial expressions
- ✓ Be brief, to the point, getting key message across quickly

media types



PRINT

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

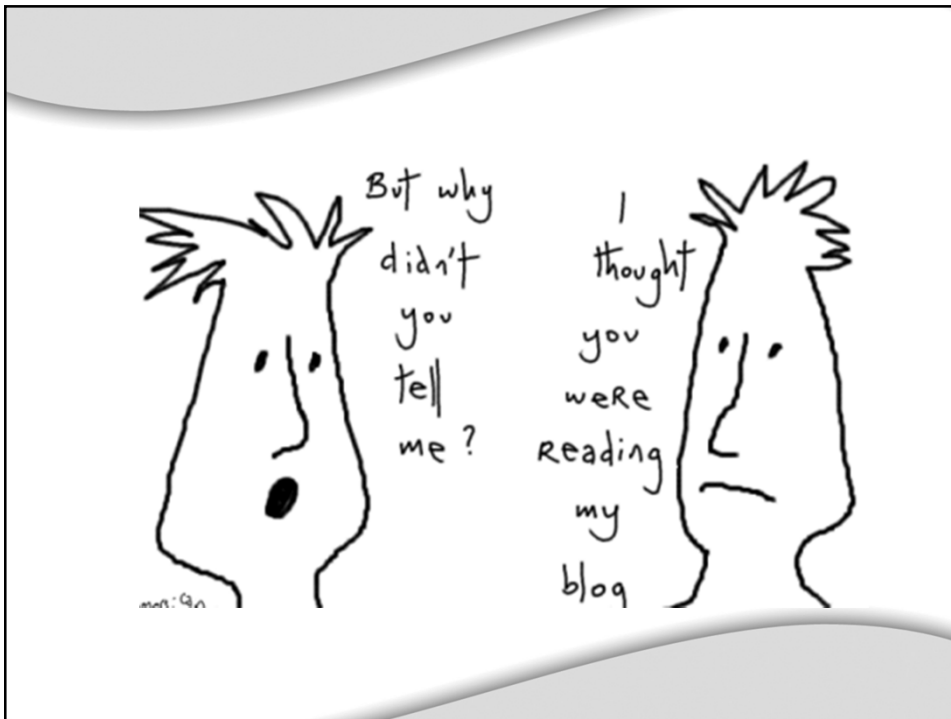
- ✓ Feature story, news item, human interest, photo op, etc.
 - ✓ Stay on message; no rambling
- ✓ Convey key messages early with tonal emphasis
 - ✓ Photo ops for additional information
 - ✓ Graphs, charts, maps as sidebar stories
 - ✓ Less time-sensitive than other media

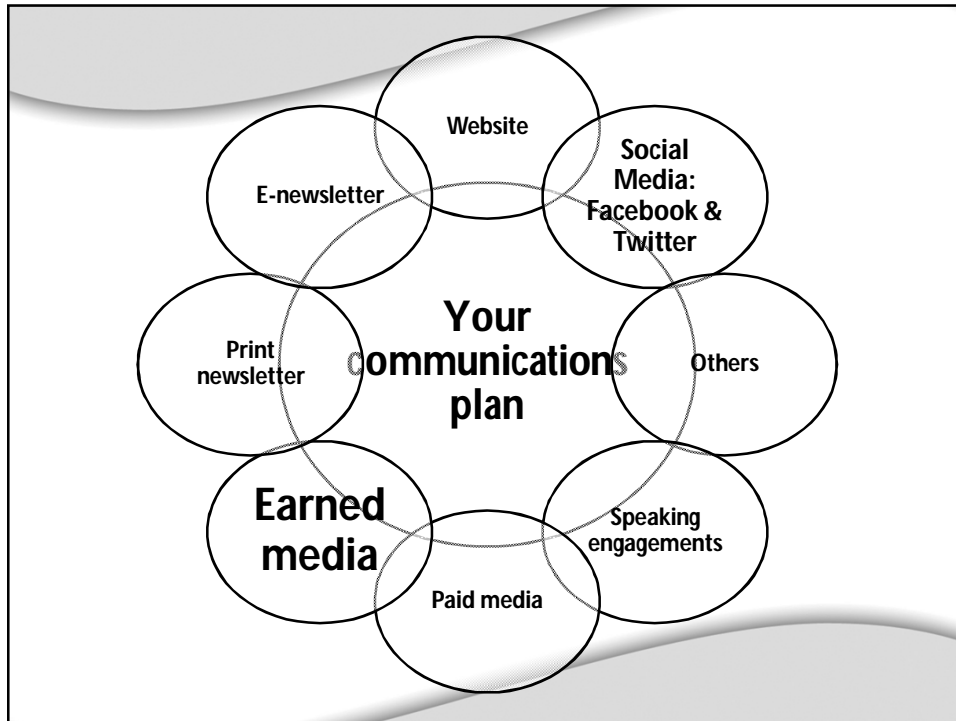
media types

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 ages and demographics
- ✓ Friendly face and tone for people to connect with
 - ✓ Keep it up-to-date
- ✓ Interactive: everyone can and should participate





the issue

Meals on Wheels of East Central Illinois has received a \$25,000 challenge grant from the Lumpkin Foundation to feed the most vulnerable elderly

strong messages

- Paint a picture of what you do and for whom
- No jargon or acronyms: 501(c)(3), MOW, etc.
- Easy-to-visualize phrases ("*hot nutritious meals*", "*living independently*") over abstract ones ("*fight hunger*", "*food insecure*")
- Share opportunity/action

developing your message

NO

- ✓ MOW got a \$25,000 grant from the Lumpkin Foundation.

YES

- ✓ The Lumpkin challenge grant is incredibly generous. These funds will help Meals on Wheels reach 500 of the 4,000 seniors in our community who go hungry every day.
- ✓ Today we ask the community to join the Lumpkin Foundation in their support of ending hunger among our elderly. Help us raise another \$25,000 to meet this challenge grant, and help us end hunger.

working with the media

working with the media

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

working with the media: what's newsworthy

YES

- Win an award or other major achievement or milestone in organization's life
- Launch 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
- New staff
- Move, expand, open house

working with the media: making it newsworthy

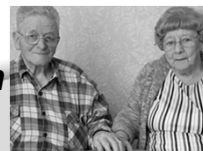
- Exclusive story; "scoop"
- New, novel, or original
- Superlatives (first, biggest, oldest)
- Conflict or controversy
- A part of the solution; the rare "good news" story
- Put a face on it
- Local angle on a national news story
- Photos and photo-ops
- Add a celebrity

pitching stories: tell a story

In 2010, 17.2 million households (14.5% of households) were food insecure, the highest number ever recorded in the US.

Better: Today, one in seven households in our community experience hunger – the most in recorded history.

Best: Beatrice and Hank are just one example of the one in seven households in our community who don't have enough to eat.



working with the media

- Get comfortable with talking points; practice responses.
- Be prepared; come across confident and calm.
- Stay on message: promote and clarify your message.
- No jargon; avoid “no comment”, “off the record”, “um”, “like”, and “you know”.
- Create a media kit on your website with history, mission, goals, profiles of key staff and board, recent news releases, annual report, and newsletters.
- Have a trained expert(s) who can speak to breaking news and issues.

building media relationships

- Put reporters on your mailing list. Personally send copies with your business card.
- Get to know regional reporters. Friend them on Facebook. Learn their names. Get their cards.
- Keep your media list updated – media turnover is rapid.
- Always take press calls and answer reporter emails.
- Be accessible, flexible, honest, reliable, and always follow up.
- Always give newsworthy information: new, noteworthy, and relevant to the public at large.
- Thank reporters for coverage; never nitpick minor inaccuracies.

killer press releases

- 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 ###.

meals on wheels
300 South Broadway, Urbana, IL 61801 || 217-552-3347 || info@mealsonwheels.org || www.mealsonwheels.org

PRESS RELEASE
For immediate release:
February 21, 2022

For more information:
Jackie Hanna, Executive Director
joaqueline@mealsonwheels.org || 217-618-6054

Meals on Wheels Receives \$25,000 Grant; Launches Matching Campaign

(Urbana, IL) // - Wheels on Wheels of Champaign County has received a \$25,000 grant from the Lumpkin Foundation to help feed hungry seniors in the organization's three-county service area. Over 4,000 people above age 65 in the greater Champaign County region are what the USDA calls "food insecure", meaning they cannot afford enough food.

"The Lumpkin grant is incredibly generous and incredibly well-timed," said Jackie Hanna, Meals on Wheels' of Champaign County's Executive Director. "These funds will help Meals on Wheels reach 500 seniors this year with hot meals.

Along with the announcement of the grant, Wheels on Wheels has announced a matching challenge – the Neighbor-to-Neighbor campaign – to raise another \$25,000 from the public to help even more hungry seniors.

"The Lumpkin grant helps us reach only a fraction of the 4,000 seniors in our community who go hungry every day," Hanna said. "Today we ask the public to join the Foundation and Meals on Wheels to do more – to help more of our senior neighbors."

A large portion of the Foundation grant will be used to purchase necessary food supplies for program participants. Another area of need identified included upgrades to delivery containers to ensure food freshness for senior recipients.

"With \$50,000 in all, we can take a huge bite out of the senior hunger problem in our community," said Hanna. "Food costs have risen tremendously and this grant – and the public's support – will be crucial to adequately feed our 1,000 program participants."

"We have a responsibility to our seniors," remarked Congressman Timothy Johnson. "Meals on Wheels does a yeoman's job in ensuring that our seniors are feed good, nutritious food."

More information on the Neighbor-to-Neighbor program can be found at www.mealsonwheels.org/neighbor-to-neighbor. More information about Meals on Wheels can be found at www.mealsonwheels.org or by calling (217) 552-3347.

###

interview like a pro: working on camera and radio

- Check the mirror
- Live or recorded?
- Get comfortable with your audience and talking points
- Quiet location, no interruptions
- Use sound bites, short sentences, and full phrases. Avoid fillers
- Solid colors, simple accessories. Remove glasses if possible
- Look at the reporter, not the camera
- Stand still in front of cameras and microphones

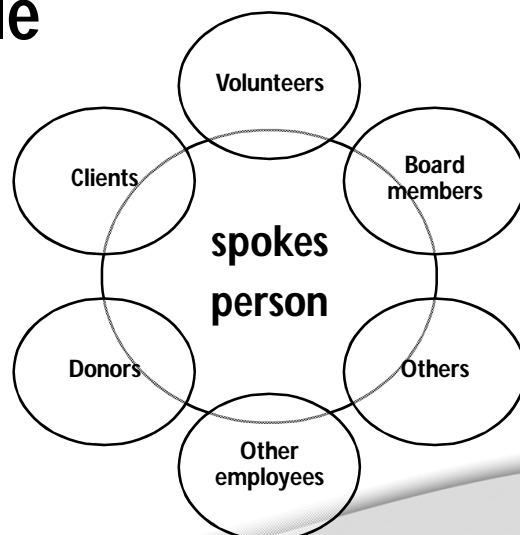
interview like a pro No-no's

- Speaking from your point of view rather than the audience's
- Not thinking out message and main points before interview; message drift
- Talking too fast, run-on sentences, rambling, a lot of filler
- Too many facts/dry information; no story/hook
- Not following up with reporters with additional information

interview tips:

- Stick to your message and don't get distracted by or lured by tangents.
- Short, concise comments.
- Speak in complete thoughts; get to point quickly.
- Don't overestimate a reporter's knowledge of your subject.
- If you don't know the answer to a question, don't fudge it. Tell them you'll look into it and get back to them (then do it).

spokesperson | | spokes- people



**what were the 2 most valuable things you
learned in today's session?**

questions?

**I'll take about 5 minutes of webinar-based
questions, then we'll open the phones up for more
of a "free-form" Q&A by phone.**



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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