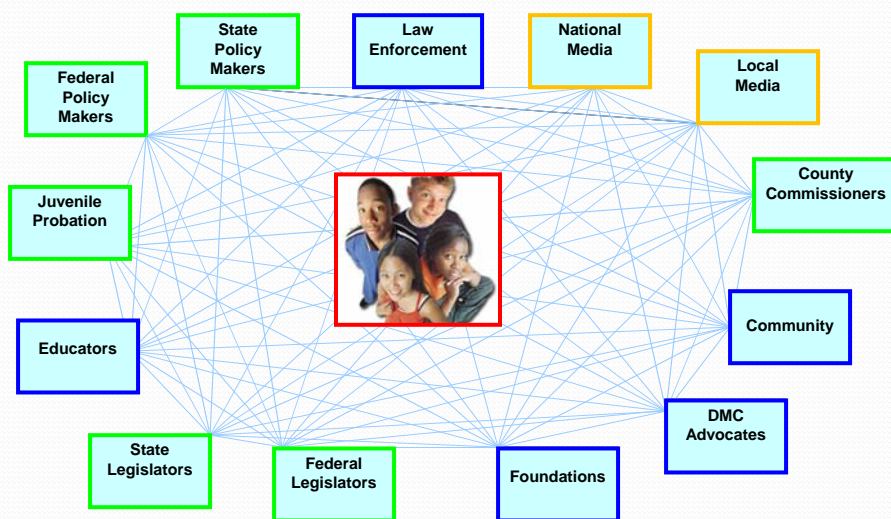


Sustaining Models for Change Progress Through Effective Communications

May 13, 2010



Building Statewide Safety Net for DMC Efforts



Think Before You Act!

- Who do you need to persuade?
- How do your goals match up with theirs?
- Do they know you can help them?
- Can you prove better outcomes, reduce costs, improve public safety?

Advocacy is like fishing...

You need to use the right bait!



Crafting the Right Message

- Do your homework – know your audience
- No matter who you are trying to reach – SIMPLIFY IT!
- Pick 2 or 3 Key Points
- Listen
- Leverage success, share success, celebrate success!
- Collaborate – there is power in numbers
- Translate into English – use analogies

Who Watches/Reads News?

Opinion is shaped by what is presented

- Elected Officials –
 - Federal, State, Local
- Policymakers
- Colleagues
- Judges
- Educators
- Public/Taxpayers/Community
- Reporters

Make It Easy – Make A Friend For Life!

- Reporters LOVE people who make their jobs easier
- Be Responsive – Return calls!
- Be Nice
- Be a Resource – Suggest stories
- **Be Available**

Understanding the Media

BE RESPONSIVE!

Three Ways to Have Impact:

1. Reactive
 - a. Letter to the Editor or Op-Ed article
 - b. Editorial Board Meeting with Editor & Reporters
 - c. E-mail, letter or phone call directly to reporter w/ educational materials
2. Breaking news – **be a resource** – the reporters best friend.... Be available and prepared for interviews
3. Proactively suggesting story ideas to a reporter or editor ★★★★★

You can MAKE the news...



Or you can BE the news.



How to Be Proactive

- Recognize and embrace the power of the press – it is a POWERFUL tool when you utilize it properly
- Think like a reporter – always be on the lookout for story ideas
- Know your organization’s media policies
- Look for **opportunities to educate**
- Like a fine wine (or good cheese)... patience pays off - build relationships over time
- Prepare your pitch, gather materials, *what’s the news hook? Why should readers or viewers care?*

Do Your Homework Before You Call



- Think about which reporters might be most interested
- Court reporter? Education? Features? Political? Health?
- Take 10 minutes to do a “background check”
- Try to get a handle on what makes them tick – Be familiar with their recent work
- Pitching is like fishing – use the best bait to get them hooked
- Don’t get discouraged – you don’t catch a fish every time

When reporters call...

- They already have a story idea – you can have input, but you won't dramatically change their direction
- Have an office protocol in place for handling media calls - know your organization's policies
- Buy time – have the person answering the phone play interference for you and get information about the angle, deadline and contact info
- Take a few minutes to gather your thoughts and form an intelligent response – even if you answer the phone, ask to call them back in a few minutes
- Sometimes, the right answer is no answer



Understanding the Media

- Television – **Requires Immediate Response!**
- Newspaper – Immediate and longer term
- Radio – Use a landline (not cell) whenever possible
 - Opportunities lost
 - Very powerful mediums – use them to your advantage!
 - **BE A RESOURCE!** They will keep calling
 - Understand the limited time frame and available materials
 - When they get it wrong.....

Simple But Effective Tips for Success

(Before the Interview)

- Be Prepared!
- Prepare your message and practice your soundbites – connect to those at home!
- Know the issue, connect to known hot buttons
- Additional resources
 - Fact sheets
 - Websites
 - Additional names of experts
- **Remember - YOU Are the Expert!**

Simple But Effective Tips for Success

(During the Interview)

- Be on time – Be nice
- Establish yourself as the expert
- Don't be afraid to correct misinformation
- Repeat the point
- Dress to be HEARD not critiqued
- Make YOUR point - Consistently

Don't get Diarrhea of the Mouth



Simple But Effective Tips for Success

(During the Interview)

- Live interviews vs. taped (Take 3)
- Collect your thoughts – Take a Moment to frame answers
- Stick to facts; DO NOT SPECULATE
- Provide fact sheet supported by data
- Always KISS when you tell
- **NOTHING** is “Off the Record”

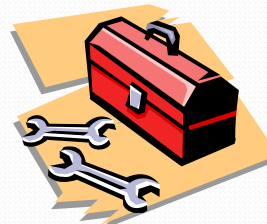
A Few Don'ts:

- Don't be defensive
- Don't be adversarial – *'Do not get into a battle with folks who buy ink by the barrel'*
- Don't use jargon or technical terms; NO ACRONYMS
"I'm at the JCJC Conference to discuss using MST to address DMC with PCCD, JLC and CJCA"
- Don't criticize others
- Don't provide opinions that are not based on fact
- Don't say, "No Comment"
- Don't restate a negative

Your Tool Box

Have These Prepared:

- Copies of key messages
- Copies of any fact sheets
- Draft letters to the editor
- Keep contact information for each reporter or editor at newspapers and TV stations
- Media Protocols for office in response to media calls – particularly during crisis situations
- Agreed upon list of websites and contacts to give media as resources
- Additional names of other contacts



Crisis Communications

- **BE PREPARED**
- Don't be defensive
- Crisis communications requires careful and immediate organization
- Crises often don't happen between 9-5 – if something happens at 5:30pm on Monday, don't wait until 10:00am Tuesday to address it
- Have a designated spokesperson
- Issuing a statement can save time, clearly state your position, and eliminate questioning