

NCAFC Non-profit PR Tips

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Intro – ground rules

- Misery is optional
- Be supportive
- There are no “dumb” questions
- Parking lot
- Your additions....

What do you want from today?

- Some realistic steps that can be done in a short time with a big punch
- I do **not** need another generic “skim the surface” overview. If we’re going to do PR, we need to dig a little deeper into one area of it and really talk about it.
- How to use new media while still keeping up with “old-fashioned” media
- How to say no to requests to be part of data collection efforts
- Please don’t do media relations *again*.
- I worry that what I say in an interview will be twisted around.
- I’m nervous about interviews, especially on the spot interviews.
- How to make clinic events and activities “newsworthy”
- I wish I had a volunteer dedicated to public relations.

Greatest barriers

- Time
- Knowledge of new media
- Money

Proposed agenda

- You choose the topic you want to focus on today – 40 min. in small groups
 - Media interview practice
 - New media
 - Making clinic events newsworthy
- Group discussion last 15-20 min. on pros & cons of using communications volunteers/advisory communications committees
- Or use full session on small group topics

Parking lot

- We'll note any parking lot items as we go...

Creating a newsworthy event

Creating a newsworthy event

- Identify an event, either existing or proposed, that your group will use as an example for this exercise
- Select a scribe who will capture your group's discussion
- Review the following two slides on "What is newsworthy?"
- See how many of the concepts on newsworthiness you can incorporate into your event
- Use those ideas to complete the separate media advisory template

What's Newsworthy?

- Unique
 - Dog bites man vs. man bites dog
 - Bucking a cultural or industry trend
- Superlative
 - Best, first, only...
 - Leading a cultural or industry trend
- Timely
 - A local angle to a national story, updates or resolves a story that has been in the media
 - Involves a current newsmaker

What's Newsworthy?

- Personal
 - Tells a compelling human interest story that regular people can relate to
 - How does this affect/benefit people outside of your organization? How does it benefit the community? WIFM?
 - What problem do you solve?
- Visual
 - TV is looking for video, print wants photos, both video and photos enhance your on-line postings

Media Advisory

Complete your media advisory template
using the ideas for newsworthiness from
your group discussion

Media interview practice

Media interview practice

- Break into sub-groups of three people (two will work, but three is ideal)
- Working individually, write out or create the key messages you will use for your interviews using the separate key message template (10 min.)
- Read the following 9 slides on media interviews (10 min.)
- Take turns interviewing each other using the separate interview worksheet (20 min.)

Media guidelines

- Your rights
- Before a reporter calls
- When a reporter calls
- Preparing for interviews
- Guidelines for interviews

Your rights

- You have the right to be as prepared as the interviewer – get information
- You have the right to say, “I don’t know” – return or refer
- You have the right to finish your statements
- You have the right to share your key messages

Before a reporter calls

- Review your key messages, including the FAQs from NCAFC
- Tell all clinic staff to refer media calls to you
- Keep Media Inquiry Forms near the phone
- Practice
- Review your key messages

When a reporter calls

- Refer media calls to ED
- Use your Media Inquiry Form to get info you need to prepare – deadline, angle, format
- Set up interview – give yourself time to prepare
- Call NCAFC or Gena to discuss key messages, do practice interview

Preparing for interviews

- Identify your audience – the media is your means to your audience
- Review your key messages
- Tailor your messages to your audience
- Anticipate questions, especially negative ones, and decide how you'll get back to your key messages – “bridging”
- Practice

“Golden rules” for interviews

- Get your key messages into the interview (whether you’re asked about them, or not)
- Answer + transition + message = bridging
- Be quotable! Start with a strong conclusion, then give specifics
- Keep it simple – conversational, concise, no jargon or complex numbers
- Prepare a strong closing statement

Print interviews

- If you don't want to see it in print, don't say it
- Print interviews are longer than broadcast – you have more time to say something you don't want to see in print
- Print, via the Web, is the medium of record for journalists – on-line access for all outlets now

TV interviews

- Establish ground rules – ask to repeat/restart answers if you stumble
- Keep answers short and simple ~ 10 seconds
- Position yourself positively
- Maintain good eye contact
- Use open gestures and good posture

Radio interviews

- Find out deadline
- Find out format – live or taped
- Establish ground rules – ask to repeat/restart answers if you stumble
- Keep answers short and simple ~10 seconds
- Avoid vocalized pauses like “um” and “ah”

New media intro

New media intro

- Two important components of your new media strategy are search and monitoring your on-line presence and issues of interest to you
- Search means people can find you when they search on-line – perhaps because your Web site is well search engine optimized, but even if it's not, free social media platforms like LinkedIn, Facebook & Twitter can help you and your Web site be found
- Google alerts can help you track your on-line presence and news/issues of interest

reach:

New media exercises

- Working individually, you're going to set up a Google account and Google alerts for monitoring
- And you will set up a personal LinkedIn account and a clinic account to aid search efforts
- Edwin Jeffords of United Way of the Greater Triangle will cover Facebook and Twitter tomorrow
- See separate sheet for details on how to set up your accounts

Resources

- Marketing/PR tips & articles
<http://www.shoestringgroup.com/resources.html>
- Free social media “boot camp”
- <http://www.marketwire.com/>
- Gena Arthur Renfrow
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Want more?

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