

IL-NET

CIL-NET · SILC-NET

Public Relations and Marketing Workshop for Centers for Independent Living

Media Relations

Media Relations Activity

September 19, 2013

1:15 P.M. – 3:00 P.M.

Presenter:

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Media: It's All About Relationships

- RELATIONSHIPS relationships relationships
 - Most news generated by people sending press releases or breaking news tips ... just like you
- Get to know who covers IL/Disability/Medicaid/health
 - Read, watch, listen to media in your local area
 - Subscribe to newspapers and magazines and track reporter interests
 - Bookmark media websites
 - Join organizations that media pros attend

Meeting Media

- Press contact lists
 - Yellow Book—\$595 & has extensive updated contacts
<http://www.leadershipdirectories.com/Products/LeadershipPrintDirectories/Media/NewsMediaYellowBook.aspx>
 - Build your own list—visit media websites
 - Fairness & Accuracy in Reporting (FAIR)
<http://fair.org/take-action-now/media-activism-kit/media-contact-list/>
 - Local, state, regional nonprofits sometimes provide press lists like FAIR's

Building Media Relationships

- Attend events—Press clubs, government events, city clubs
- Arrange meetings at their newspaper or TV/radio station
 - Editorial board meeting w/ CIL Director and Board President
 - Keep it brief—drop off press release or materials and introduce yourself
- Invite media contacts to your CIL
 - As featured speaker
 - Give award
 - Casual meeting to explain your program and expertise

Other Useful Beats

- Society Page
 - Special CIL events that feature community leaders
- Calendar Page
 - List CIL trainings and events
- Volunteer Listings
 - List CIL volunteer opportunities
- Sports Page
 - Who does disability/ human interest sports stories?

Reporters are Mobile

- Keep press list updated
- Today's health reporter might be tomorrow's top editor
- The calendar page or obit writer might run tomorrow's society page
- Beat reporter can move to anchor a top newscast

Monthly Contact

- Keep contact with key reporters
 - Send copy of a CIL publication with your card attached
 - Send invite to disability related event
 - Send email with story that may be of interest
- Social Media Sites
 - Find reporters on social media and follow them
(Don't pitch there)

Provide Newsworthy Info

- Pitch stories that are
 - New
 - Significant
 - Relevant to a large portion of the public
 - Human interest—personal triumph over adversity
 - Unusual (man bites dog)
 - Think of visual component (video) or photo op

Pitching for Them

- Think of what reporter wants
- Think of what public wants to know
- Don't focus on what you and your CIL want

Avoid Newsworthy “Pitfalls”

- Bad pitching can threaten reporter relationships
 - Speak only truth to reporters
- Avoid yesterday’s news
- Avoid internal news
- Avoid routine events
 - Annual meetings
 - Galas and benefits (invite reporter friends as complimentary guests but don’t expect news coverage)

Finding Newsworthy

- Human interest
 - Walgreens commits to hiring 10% employees with disabilities
 - CIL consumer who is blind sails to Bahamas
 - Don't forget man bites dog—tables turned or unusual
- Frontline sources
 - Ask staff and volunteers to tell you story ideas
 - Best ideas often come from front lines

Fit CIL/Disability Into Newsworthy

- My Medicaid Matters Example
- ADAPT/NCIL/AAPD Rally and Press Push
- Pitch during national NCIL conference/ADAPT action and secured coverage
- Stopped press push before linking to HCBS policy

Pitching Newsworthy

- What is hot in your community
 - Civil rights is cost effective
 - Affordable care act, Medicaid/health cuts
 - Employment/unemployment
- Human interest--not supercrip or pity
- Write a strong press release
 - 5 W's
 - Lede—That first sentence is EVERYTHING
 - 1 page
 - Follow up breaking news release with phone call

Sample Press Release

- See handout

More on Pitching

- Always use photos/video with press release
 - Photos bring 3 x callbacks
 - Videos top for Search Engine Optimization (SEO)
 - Also explain photo ops when doing follow up press calls
 - When you use photos, remember to credit and pay photographer
- From medical model to IL Policy—you are educating non-disabled media pros and it's a BIG job

OP ED Contributions

- Opinion piece
 - NDY example—led to Supreme’s mention
- Letter to the editor campaigns
 - Most widely read section of paper

Virtual “Press Room” on Website

- Basic CIL Info
 - Mission/goals
 - History
 - Profiles/Photos of board and key staff
 - Annual report

Virtual Press Room

- Recent press releases
- Video stories of consumers
 - AAPD interns example-what the ADA means
- CLEAR contact info
 - Your (press officer) email and phone
 - Board and key staff contact
 - Expert's contact info
- Avoid contact forms

Breaking News

- Newsjacking* breaking news is best path to mainstream media coverage
- Keep steady eye on news
- Strike while the proverbial iron is hot
 - Be ready to stage event to piggyback
 - Market yourself as expert source
 - Capitol Area ADAPT example

*term coined by David Meerman Scott (this guy is fun!)

Newsjacking Basics

- Breaking news bell curve
- Insert your story after news breaks/before reporters write
 - Probably within 2-4 hours of story breaking
 - 6-8 hours reporters write
 - 10-14 hours interest peaks then old news
- Reporters search for second paragraph
 - Give reporters your spin and you may direct story

More on Newsjacking

- Target mainstream news
 - Do homework
 - Make sure you are seen as serving, not exploiting
- Blogs and websites are searchable
- Blog newsjacking/post on web page
 - Up your SEO

Prepare to Newsjack

- Monitor News 24/7
 - National
 - Local
 - Topic relevant (Government, health, civil rights)
 - Key bloggers/reporters

Real Time Disability Journalism

- Speed and Agility Key
 - Stories break when least expected
 - Get CEO (Board) preapproval and strike while iron is hot
 - Your media team needs to take advantage when time is right
 - Assign staff to monitor news
- Two Kinds of Newsjacking
 - Preplanned
 - Unexpected

Newsjacking Examples

- Preplanned—Super Bowl Power Outage/ Oreo Tweet
 - 3,480 mainstream media hits
- Clueless it's coming—Obama/Romney Debate: Romney pledged to defund PBS
 - Newsjack played as Romney Kills Bigbird
 - Story got over a million hits mainstream and social

Just a Bit More Newsjacking

- Newsjacking negative stories
 - Can backfire so be sensitive (e.g. business offered post hurricane discount on raingear and tanked but Duracell cleaned up with mobile charging unit)
 - A CIL or non-profit has advantage in being seen as proactive when newsjacking a negative story (post hurricane human interest on accessible emergency shelter/evacuation)
- Remember to Tweet and Facebook each newsjacking

Media, More Media

- Media alert (advisory)
 - Notifies of press conference or any other event that makes news
 - one page, brief but compelling (who, what, where, when, why)
 - visual opportunities for TV cameras and print photographer.
 - May be a newsjacking tool
- Professional release/alert distribution service
 - PR Newswire
 - PR Web

Sample Media Alert

- Your Letter Head

MEDIA ALERT

WHAT: Press Conference Targets Medicaid Cuts

When: Date and Time

Where: Address

Why: State Medicaid Cuts Impact Lives

Who: Governor will attend, Independence CIL sponsors

Closing Thought

- Fun instructive free Web learning everywhere
- David Merman Scott is one amusing marketing geek
—www.webinknow.com
- There are many others
- Spend a weekend on Web and—SHAZAM—instant media maven

Media Relations Activity

- Refer to worksheet

Contact Information

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