CIL-NET Webinar & Teleconference: Marketing for CILs presented by Janine Bertram Kemp on September 19, 2012

>> TIM FUCHS: Good afternoon, everybody, I'm Tim Fuchs here in DC. I want to thank you all for being with us today and welcome you to our present on marketing for Centers for Independent Living. We are brought to you by CILnet. It is operated through a partnership among ILRU and independent living utilization in Houston, Texas, the National Council on Independent Living here in Washington, DC and association for rural in Arkansas.

Funding for the project is provided by RSA, we can archive it on our website and we will be breaking several times during the present taking to take your questions. For those of you on the webinar, you can ask your questions in the public chat. And you can do that by using the TextBox under the immotor toe cons, your questions won't appear until the Q&A break, so don't worry, if you type it in and hit enter we will get it. For those of you that are on the phone Amanda just gave you the instructions and we'll remind you before or each time we break for Q&A.

So the materials for today's call, which is really a PowerPoint presentation, and an evaluation form were sent to you in a confirmation email. If you didn't get that, or if you don't have the PowerPoint in front of you, let me know. Now, if you're on the webinar, of course, it's going to display automatically but if you're on the telephone today and you don't have the PowerPoint you can email me at Tim at NCI L.org. That's Tim at NCI L.org and I'll send it to you. I've got my email open.

You really do want to have the PowerPoint with you during the presentation and it's going to make it a lot easier to follow along. And please do taking a minute after today's call to fill out the evaluation. We've worked hard to make sure that it's very simple to complete. It's very brief. It won't take a lot of your time and it's really important to us that we know what you all thought. I know a lot of you participate in groups, whether it's over the phone or on the webinar. So if you're participating in a group today, please do fill out the evaluations individually. We want to know what each one of our participants thought.

So with that, those are my opening announcements, I really want to get started. I'm excited to introduce our presenter for today, Janine Bertram Kemp. I've heard her name for years and I've been aware of her work and this is the first time I've been able to work with her, it's been great. A real Joy.

So in addition to being a real disability leader and a disability historian and even a spiritual healer, Janine is really an expert on marketing. And -- and that, coupled with her -- her inside knowledge of CILs has allowed her to put together a really great presentation. So it's been fun seeing it come together and I'm really excited. So without any further adieu let's get started. Janine.

>> JANINE BERTRAM KEMP: Thank you, Tim, for that introduction, and I also am really excited to be with you today. I've been excited about Centers for Independent Living using marketing and media for many, many years. And, you know, one of the ways that I always think about this is that when I travel, and sometimes when I'm just out and about in my own community, I'm always running into people with disabilities. And often times, they have never heard of the center for independent living.

And they're people who are in the community and could really use the services that CILs offer. And it always amazes me how many people I run into that don't know how CILs.

And so, as we do this marketing webinar, let's think bowb those people. And really, that is the Central effort for your marketing.

Pardon me. But (cough) it's a side benefit, the funders and the community partners that come into to you and occur as well with marketing, but really your core effort is going to be all of those people in your community who have disabilities and don't know about you.

This is going -- this webinar is really about beginning efforts at marketing and introduction to marketing.

The wonderful thing I think about marketing is that it's not rocket science.

And the pro's will try and tell you that you really need to hire them. But you are the experts. There is a language within and a culture that is associated with marketing but it's really simple to break down.

I have a lot of emails and mailings and marketing materials that come to me. And it always makes me laugh how they try and rope you into hiring them at huge fees. I got one recently that had the catch words B to B and B to C. And I don't have a background in business, but anybody that has been to business classes will tell you that in Class I 01 you hear business-to-business and business to customer. And that is really a good example of what marketing pro's do.

It's -- and common sense will bring you many answers to marketing language as you hear it and go through the marketing world.

One thing -- one reason why I say that Centers for Independent Living are the real experts is that professional marketers rarely understand disability.

They are generally non-disabled people. And they have a medical model perspective.

There are a couple of disability-run marketing firms that are excellent. But they're also costly. And in these times of a tight budget, they might not be the best use of your resources.

So, was we go through this webinar and this training, this introduction to marketing, think about what budget you have for marketing efforts. And how much do you have available to invest in this effort? And where would you see it as most important to invest? Do you want to buy cultural contents, photos or videos, do you want to invest it in graphic arts? Do you want to hire a communications consultant to help you with your marketing and communications plan? Do you want to hire staff, or do you already have staff?

And the other thing that I think is really key to remember as we go through this training is marketing and communications, and really marketing is just communication. It's so much fun. You should all have great fun with this subject.

So let's go to the next slide.

I want to talk to you about professional marketers a bit. Because some of you might have huge budgets and want to buy a professional marketing firm.

My late husband was Evan Kemp. He took over running the disability rights center in Washington, DC from Debra Kaplan and Ralph Nader, and then ended up working on the ADA for a long time. And when he reached his late 50s he said I got to get out of the movement and let the younger folks take over.

So he bought a durable medical equipment and van business in Maryland. And they also -- Evan Kemp Associates, and they produced the magazine, one step ahead and it was sort of a revolutionary idea to have these services run by people with disabilities.

And they had a big budget. And they wanted to get notice in the mainstream media.

So they chose a top Washington media firm to market them.

And this was also a very well-known buoy teak media firm that had done a lot of work in the gay and lesbian communities in Washington. So we thought that they would understand disability outside the medical model.

We spent a long time meeting with them, educating them, and, of course paid for the education at their top media firm rates. It ended up costing Evan Kemp associates $75,000 for this professional media firm. And they did not get one hit. Not one media hit. No coverage in the press, no coverage on TV. Nothing.

But -- and I think one of the big problems is despite the number of hours we spent educating this firm they really couldn't get over talking about people with disabilities in kind of the inspirational clip story or the medical model. Now, we are already past that. Every one of you that is listening understands disability from an independent living perspective. So let's change sides.

I think the lesson that we get from Evan Kemp Associates' experience is to -- I think we've got the wrong slide up here.

Anyway, to define your center for independent living. Make sure the staff and board get with the program and know who you are.

You're going to create a marketing plan, and you're going to target where to spend your budget.

Now, from -- I think I'm changing to the slide you have, which is the basics of marketing in an information age. Thank heavens -- 5% creativity and 95% sweat equity. I just want to really underscore the fact that all of you who are staff at Centers for Independent Living have expertise and technology tools.

We're going to be developing a marketing plan. You're going to be looking at what knowledge you have, what's your disability savvy.

You already have independent living savvy and understand the basics of independent living, and actually even the advanced course of independent living. But you have, as part of a disability, the national disability movement, you have a huge amount of cultural worker content available to you.

And by that I mean you have technology like Photoshop and cut-and-paste work. And you can get photos of the history of the disability movement. You've got videos, you've got artists and music. So you can put together a multimedia presentation for marketing.

One of -- one example that I wanted to share with you is of Sherry Watson who was the CEO of the farming ton, New Mexico center for independent living.

Sherry has a traumatic brain injury. And she talks about how she does all of her presentations by cutting and pasting materials in a graphic format.

She left the center for independent living and she now markets herself as a top funding expert.

She's giving workshops with multimedia presentations throughout the country, and has become wildly successful.

And done a really skilled job marketing herself. And she will tell you that it is all cut-and-paste and sweat equity.

So let's change -- actually, I think, Tim, you've already changed slide. So we're on the your marketing plan titled slide.

Let's look at the -- your center for independent living resources.

You have marketing space for planning your strategic marketing. You can have a retreat in your offices.

You have office tools for a marketing plan and strategic marketing and communication. And look at who your community partners are to draw in for this effort of developing your marketing plan.

Also, are look at your CIL staff and review your staff skills and patterns.

If you have communications or public relations staff, really, that's equal to marketing staff.

If you don't have any public relations staff currently in your CIL, look at who has or can learn the marketing skills and develop -- and work 50% time.

And now, if you look further at your CIL expertise and what you have for technology and tools, develop your marketing plan at a meeting or retreat.

I think if you could do a weekend retreat, that would be fabulous.

You should analyze your services, all the core services but what really are your specialties at your center for independent living.

You know these issues, and you are the policy experts. So we want to make sure that you can translate your center for independent living know how into marketing know how.

And let's switch sides here. So you're going to analyze and use your center for independent living resources.

What are your office tools? What graphics or format programs and skills are available in your center for independent living?

Do you have computer design geeks? Do you have Photoshop experts? Do you have people who can cut-and-paste formats from disability movements writings and photos?

What about community partners? What cultural content from the disability movement can you use?

I always say: Have a photo -- have stock photos. Never send a press release without a photo.

You can use writing stock and develop one page templates on hot topics from your CIL.

Let's change slides. And what are your staff resources?

Before you have a retreat to define your CIL really review your staff skills and patterns.

Again, do you have a dedicated PR or communications or marketing person, or can you designate a skilled staffer 50th percentile on communications and marketing?

One thing to remember is that your press person is different from the CIL spokesperson. Your CEO or Executive Director of your CIL might be the person that you want the press to go to for quotes, but the press person has to be available for initiating and responding to media contact.

Once you have a reporter calling you, they're on a deadline, and you want your press person to be available to them pretty much instantly. Change slides.

>> TIM: Hey, Janine?

>> JANINE: Yes.

>> TIM: I just wanted to get on the same page as you quite literally.

I think you're seeing a slide ahead of us of the so I want to make sure that we get onto the same page here. I'm now clicking to Slide nine, which is what the audience is seeing. That's the one that you just finished reviewing.

>> JANINE: No. I have now on -- I'm so sorry to have to pause and do this but now I have visual and audio up. Is that Slide nine?

>> TIM: No, that's Slide ten, I believe.

>> JANINE: Oh, okay. Let me go back to -- I'm going to do this from my PowerPoint. I'm sorry to -- you know, I want to be on Slide nine.

>> TIM: Well, you just finished it. But I just wanted to point that out before we went any further.

>> JANINE: Okay. Great. So now we're on Slide ten. So, in your marketing, you want to review your visuals and audio.

We've talked about cultural workers and marketing content as part of the disability movement.

Again, I want to repeat that you have a whole range of cultural content, which is marketing content, to draw from. I work a lot with Tom Olin, who most of you know he's a social documentarian and he's got a huge amount of photos on the disability history and the movement, that is great content.

Many of you probably have been interviewed by Scott Cooper who does: It's our story. That's the it's our story project. And he has videos of people, disability rights leaders all over the country.

We have musical cultural workers, Johnny Crescendo, others who have done songs about disability.

We have dramatic workers. So there's a huge amount of cultural content that you can draw from.

Visuals and audio, that you can use and cut-and-paste into your marketing materials. Let's change slides.

One thing I just wanted to remind us all about is not exploiting cultural workers.

If you're using cultural worker content in your marketing material, always give credit and compensation to disability cultural workers.

A lot of them have done pro bono work and donated their time doing photos or documents or music. And a lot of us, unwittingly exploit our cultural workers.

Often -- I notice with Tom Olin, that often times I can find sites on the web selling his photos that he doesn't know about or receive the funds for.

So, budget for cultural workers is part of your marketing plan, and give them credit. So let's change slides. (Pause.)

Now, we're on.

>> TIM: Define your CIL.

>> JANINE: Great. 'Cause that didn't come up on my -- my.

>> TIM: Oh, I'm sorry.

>> JANINE: Define your CIL. And it's very important to have -- I think to start your marketing plan with stakeholder meetings or a retreat.

As you can see, I talk about brainstorming, and I -- I hesitated to put this in here, because I think all of us have gone to so many meetings with brainstorming that at least personally sometimes the thought of it makes me gag, but I think the reason that we keep doing brainstormings is, this is a technique that really works. And it takes the buy-in of your Executive Director or CEO. Your CEO really on this meeting to define your CIL and develop a marketing plan, your CEO really needs to lead and encourage.

So staff members feel safe.

Guarantee your staff can say anything at all and they'll be rewarded, not penalized. Maybe you can give them a lunch or some small incentive.

Let's switch slides. In this meeting, I'd like to talk about reaching for the sky. And I guess part of that is that I have so much fun with marketing. And I think in your center for independent living, as you develop your marketing plan, that it's going to be fun for you, too.

I would suggest that you have a meeting that includes your board and some interested consumers, the executives -- top executives in your CIL, and also key staff.

And by that I mean staff who are really committed to marketing and public relations. It's important in this meeting to clearly define your goals and out comes for marketing.

Develop a mission statement. Develop a logo. And you're going to be looking at true lines and tag lines which really are just guide words in marketing.

Let's talk about these a little later, but basically your true line is a few sentences that are for internal use and define you, and your taglines are quick sound bites that define you to the outside world.

So you're going to do the brainstorming at this meeting and create a safe space that includes our ideas. Slide 14.

As you define your CIL and look at the mission and the logo and your tag lines, you're going to be doing a purpose, a mission, and a vision statement, and here we're just underscoring what a true line is. What is compelling and different about you? What drives your center for independent living stake-holders?

And also, what's in -- in your community, in your town, in your state, what sets your center for independent living apart from all other non-profits?

And then you're going to be developing a tagline, which is the external expression of your true line. Let's move to Slide 15.

So before you begin, let's review all of your center for independent living programs. And keep in your mind that you're thinking in terms of your true line, what's your internal statement of who you are, and your tag lines. Your sound bites for the outside world.

If you look at your center for independent living, what are your best parts? Do you offer computer training? In your community have you wiped out the digital divide for people with disabilities?

Do you offer DD services? Do you do transition from institutions to home and community-based services? Do you do great individual or systems advocacy?

Really, what do you give the community, what does your center for independent living give the community that no other nonprofit does.

Those are your best parts. And you're going to be pitching your best parts in your brainstorming meeting.

Okay. Now we've done all that. We've defined your program. We've reviewed your CIL and you've reviewed the staffing patterns. And you're getting a marketing plan together. So now you're going to hang that huge sheet of paper on the wall. And go around the room in your retreat.

And everybody is going to say one sentence that captures your center for independent living.

Let's change to Slide 16. We're almost done with brainstorming. So we can give ourselves at a girls and at a boy's and at your retreat meeting you're going to break into groups and assign writing tasks.

Look at those brainstorming papers that are on the wall. And you're going to -- and each group is going to have -- be divided into purpose, mission and vision.

And you want your purpose, mission and vision statement to not be longer than one page each.

So, that's going to become -- that's going to come out of your marketing meeting or retreat that you're going to hold at your CIL.

And this very important last point on this Slide is: Don't forget to have fun with this.

Really, I -- I've seen this in many different organizations and non-profits and CILs, that when you get into communications and marketing, it really can bring a great energetic to your organization.

So let's switch to Slide 17. And I want to talk to you about a recent example from retreat that really did marketing and communication, and that is the ADA legacy project.

Many of you who are listening probably know of Mark Johnson who is a great leader in our disability community.

He's from Atlanta, Georgia, he's head of advocacy at shepherd center and is a wheelchair rider with a spinal cord injury. And he is the one that created the 10th anniversary TORCH relay that we had all across the country, celebrating the Americans with Disabilities Act.

And Mark wanted us to think about what we're going to do for the 25th ADA celebration in 2014.

So, he brought together a group of people from our movement that are committed to disability history. And we met at shepherd center in Atlanta, Thursday through Saturday in August and we thought we were just planning for the 2014A DA celebration.

And we brain stormed and discussed responses and developed a logo and taglines.

And it ended up that we didn't just want to be for the ADA 25th. We really wanted to think about disability history and some cross-disability movements and how we were going to collect that and perpetuate that.

So we changed from ADA 25 to the ADA legacy project. We were very lucky that we have Dan Wilson who's from enth degree and he designed our logo pro bono that weekend. And currently we're holding meetings and developing mission and vision statements.

So let's go to Slide 18, which is a graphic that shows our logo for the ADA legacy project. And it is a circle. And there are two colors, universal design blue and black, although it really looks like four colors because of the use of white space.

And on top of the circle it says the ADA legacy project. And the bottom of the circle has our tag lines, which is honoring the past, illuminating the present, and creating the future.

Let's switch to Slide 19. So really for the ADA legacy project, that one weekend retreat got us an impressive logo with those two cost saving colors 'cause it costs much less to print in two colors, the blue and black.

The logo's attractive. It has a circle which suggests a continuum.

There's a path in the center of it that kind of looks like we're going from past to future, which we certainly are -- well, we all are, but certainly in the disability movement, and featuring our social movement in history. It suggests a person, there's a circle at the top which could be the sun or the moon. And I think it's important when you look at the example of the ADA legacy project's taglines, because they really define who we are, but they're not restrictive.

Let's move to Slide 20. And, I think Tim is going to manage a question session.

>> TIM: That's right. So I'm going to ask Amanda to remind everyone of the instructions for asking questions on the phone.

>> FEMALE VOICE: Certainly. The floor is now open for questions. If you do have a question, please press the number seven on your telephone keypad. Questions will be taken in the order they are received.

If at any point your question has been answered you may press seven again to disable your request. If you are using a speaker-phone, we do ask that while posing your question you pick up your handset to provide favorable sound quality.

(Pause.) I'll turn it back over to you, Tim, for the web conference questions.

>> TIM: Okay. So, I don't have any questions pending in the queue. So let me just remind you all that we've got ample time for questions today. I really want to encourage questions. We saved plenty of time in the agenda for them. So, please don't be shy. If you've got a question for Janine, pipe up.

>> JANINE: Pretend it's like brainstorming. Everything is safe to say.

>> TIM: Oh, okay. Well, here's a quick question from Laurie.

>> SHERI: Nine, she asks: What is a cultural worker?

>> JANINE: Thanks for asking that, Lori. I consider a cultural worker anybody from our movement that does disability, rights oriented art. I mentioned Mr. Cooper who does this, he's a cultural worker, I don't know how many of you have heard the songs of Johnny Crescendo out of Philadelphia. He's formerly a -- he began singing in the United Kingdom and moved over to the United States. He's a cultural worker. Tom Olin, the photographer is a cultural worker. Artists that do disability culture.

>> TIM: Good. Thanks.

Let's go over to the phones and see if anybody's waiting there.

>> FEMALE VOICE: There are no questions at this time. But, again, as a reminder, if you do have a question, please press the number seven on your telephone keypad. (Pause.)

>> TIM: Okay. Well, Janine, we will take that as an indication that everything you're saying is going perfectly. So why don't we go ahead.

>> JANINE: All right. So we're onto Slide 21. A lot of people feel about the word branding, like I kind of feel about brainstorming. People shy away from that word. I think maybe it's marketing hype.

But really it is -- branding equals identity. It's just who you are. It appears sort of complex, and like a -- marketing difficulty, but you don't need a Nike or Coke-a-Cola budget with today's technology. Branding is who you are in a logo with colors, taglines, and a one-page mission or vision statement.

So in the retreat that we had just gone through, you all have all of the information that you need for branding. Let's go to Slide 22.

You're talking about the identity of your center for independent living, and that is your brand.

Branding really ought to be a profound statement that lifts your center from other Centers for Independent Living from other non-profits. It's more than graphics, it's more than art. It connects you to your patrons in the community, and your funders, and, of course, the most important thing is that it connects you to your constituents.

Through branding and through this marketing effort, you're going to be reaching out to people in the community that really need to know about you.

So, you're going to be creating a mission, and vision statements, and they have external imaccount pa, because everybody sees them.

They become your prime marketing tools. This -- this logo plus your mission, your one page mission, and vision statements are the ones that are your prime marketing tools.

Now, the ADA legacy project is, again, reviewing our mission and vision statements, because the one that is we wrote really impacted us. Just all of us looked at it. And really there was a wide range of people at the ADA legacy project meeting.

So I think it's kind of amusing that it had this huge impact on us, but it had been our mission and vision statement didn't really send anybody that's a fund error partner for us. So we're reviewing those, and we'll have new ones.

Let's move to Slide 23. When you're looking at branding, you want to look at your CIL identity. That's what branding is, and your positioning and your message.

Again, look at what makes your CIL different from all the other non-profits.

What is your/focused on? For example, all of the CILs have the core services, but your CIL probably has some specific programs that are tailored to your community and really set you above and apart.

And in -- and you want to make sure those are well covered in your mission and vision statements, in your brochures, and all of your materials that have your brand on them.

You want -- you want the statements of what makes you different.

Um -- what trends are you riding in the current economy? Home and community-based services, Civil Rights saves money. Employment. This is currently a tight economy. And so we're all looking for careful use of our resources. And that also is a reason why it's time to do a consistent and good marketing program.

How does your CIL communicate? You can have the best programs in the world, and poor communication, and that = equals a poor program. Remember in your marketing words that media is key to marketing and it's also free, or relatively free.

Let's change to Slide 24. You do your branding and market logo and that leads to chrat rules. Chrat rules are simply materials, signage, brochure, a newsletter. You're going to plan for your collaterals by what fits in your budget.

Do you want to invest in an artist or graphic designer to do your logo design?

There are many disability-oriented graphic artists and cultural workers, including the enth degree that did our legacy project design. And you could use them. You probably know of artists in your community. You might have them on your staff.

Do you want to invest in a hard copy of a brochure, printing a brochure, or a print newsletter or a magazine? Do you want to invest in stationery? This is all part of your marketing plan, what chrat rules do you want to hard copy, and what chrat rules do you want in the virtual world?

'Cause, of course, now we are in an information age. And we can have collaterals that are E news with our logo on them, and we can have a very large presence in social media. And we're going to learn about how to have a stronger presence in your community's mainstream media, as well.

Let's move on to Slide 25. Once you decide about what collateral you're going to have, you're going to test your collaterals. I recommend two -- holding two mini focus groups, and don't be worried about focus groups, because they also do not have to be a high budget item. You can organize them yourself.

So hold two mini focus groups. Get a group of 3 or 4 consumers to test your logo, vision, and mission statement, and record their response.

And then also have a group of 3 or 4 business or community leaders to test your logo, vision, and mission statements.

And then again I have this little reminder on the slide that says: Don't forget to have fun with marketing, because it really is.

And we all deserve a little fun in our work weeks. Let's go to Slide 26.

Now that we've covered your CIL brainstorming and meeting where you've developed your purpose and vision statement and covered branding and collaterals, how about some questions?

And please, ask anything that you need to know. Tim?

>> TIM: Yop. Okay. Let's give the instructions for the phone one more time.

>> FEMALE VOICE: Certainly. Again, as a reminder if you do have a question, please press the number seven on your telephone keypad. (Pause.)

>> TIM: And while we're waiting, we have a question on the web from Jodi bass, Janine. She asks: When you were talking about brainstorming for the marketing plan, she's wondering what you would recommend they brainstorm about. They're a center that already has a mission, a logo, taglines, and elevator speech, et cetera, et cetera, so for a center that's already done some work on this, what would you recommend they talk about?

>> JANINE: I'm not -- this is -- I'm not sure that you would need to have a brainstorming meeting if you have got all of your -- you've got your logo and your marketing materials. If you want to have a meeting, I would review your current programs and look at what is currently trending in your community. What's on the media. And I would do sort of a strategic marketing and communication plan of how you can capitalize on that. How you can market right now with what's happening in your community, and get more of the independent living disability inclusion message out.

>> TIM: Great. Thanks. And then Ginny asks: What constitutes a one-page message? So what should that include?

>> JANINE: It -- well, a one-page message that is a mission statement would be about three paragraphs about your center for independent living, and what it stands for, and what services you provide.

What -- and then what is your vision? If you look at your one page vision statement, it would be something that you're -- you have developed together about who your center for independent living is, and where you see yourselves going in the community.

What's your vision? Who are you going to become? How are you going to include more consumers, and what will you provide for them?

>> TIM: Great. Let's go over to the phones and see if anybody is waiting there.

>> FEMALE VOICE: There are no questions at this time. But, again, as a reminder if you do have a question, please press the number seven on your telephone keypad.

>> TIM: Okay. Well, Janine, Gloria is wondering since CILs offers so many services what is your suggestion as to how to effectively market what we all do?

>> JANINE: I think a ketoeffective marketing is -- is finding kind of what is current and what is the trend in your community, and how do your CIL services fit into that.

For example, if you look at the national my Medicaid matters campaign, it seems like in many states across the country, unfortunately, that governors are trying to balance their budget on the backs of people with disabilities.

So, if that's happening in your community, and, of course, your CIL might provide transition services, how would you use that -- how could you do a marketing campaign around those budget cuts?

How can you switch your message to a positive one and market yourself as the experts on Medicaid in your community?

So think about that. And -- or other areas of what's hot and what's trending, and how your send for independent living can capitalize on that and market yourself.

>> TIM: Great. All right. That was the last question on the web. Amanda, anybody in the queue on the phone?

>> FEMALE VOICE: There are no questions at this time. But, again, as a reminder, if you do have a question, please press the number seven on your telephone keypad. >> JANINE: All right.

>> TIM: Okay.

>> JANINE: Should we move to Slide 27?

>> TIM: There we go.

>> JANINE: This is one of my favorite parts of marketing, media coverage really is gratis marketing. I think it is one of the best bangs for your buck in marketing using mainstream media.

Of course, you need to look at who your CIL is, and is it the best marketing investment for you.

Um -- one thing I want to remind everybody at the end of this marketing for CILs slide presentation I have a couple pages of resources, and one of the resources is a book called making news that came out way back in 1993. It was by Mary Johnson and Terri Hartman, and it's oriented towards using the press for disability advocacy, but, in fact, it has all of your basic information really on how to be a media maven. Anybody could read that book and learn how to do extremely advanced, effective press work. So I'd really urge you to look in the used book stores or online and find a copy of that book and go through it.

There's -- I want to also stress that very few organizations, at least that I have worked with, follow through with their media plan.

We've mentioned before that you should have at least a 50% full-time equivalency dedicated staff working on marketing and media.

You can -- you can -- one tactic is to stage an event in your community to target what's hot, like a funeral for Medicaid cuts, and make sure you have good press coverage of that.

Make sure that your media person researches news sources and staff.

Have an accurate press list of reporters in newspaper, radio, and TV news.

And review stories on the news and all the various outlets, and become familiar with what people in your -- what press professionals in your community believe is news.

And that way you get familiar with it. And when you're calling them up to pitch a story, you're going to make sure that you pitch something that is news worthy in a reporter's mind.

Let's switch to Slide 28.

>> TIM: Hey, Janine, just quickly, what is the name of that book again?

>> JANINE: Making news.

>> TIM: Making news. Okay. Thank you.

>> JANINE: And we're going to -- just look quickly at wasn't what is not news worthy, because often times, people who are not in the marketing, PR worlds, have a different idea about what the press should cover.

And actually, probably all of us could figure out a better half hour full of news than we have of fires and robberies on the news every night. But we're going to work with what the media professionals will cover.

A lot of nonprofits think that their annual Awards Ceremony or disability awareness exercises, you know the ones where non-disabled people become wheelchair riders for a day or use a white cane? To try and give them an idea of what disability is like?

Those are not news. The reporters are not going to cover that, unless it is an amazingly, and let me stress this, unusually amazingly slow Newsday.

So, in order to figure out what's newsworthy again you're looking at what's hot in your community. Medicaid, unemployment. Hunger, where I live there have been a huge amount of stories on hunger in my state. What about the occupy movement? Is that hot in your community?

So just follow the stories and figure out how you can do what we call piggyback on what's hot in order to get coverage for your center for independent living. The mainstream media wants human interest.

Back to the Evan Kemp associates example, just like with -- with PR professionals and marketing professionals, often times media professionals are really stuck in the immediate -- in the medical model. So you're going to be educating them, too.

You're going to pitch human interest stories out of your center for independent living that are not super (inaudible) or pity oriented. You're going to learn how to write a press release if you don't already know it. You want the first sentence which is called the Lede, I don't know why reporters decided to call that lede instead of lead, but they do. So that's your first sentence, and you want this catch-it, dramatic sentence that hopefully right in that first sentence you've got those five Ws of who, what, where, when and why.

And you want your press release to be one page. People generally will not keep reading past one page. Another thing you can do is submit opinion pieces on hot topics to your newspaper or online newspapers.

They are often times in a prudent paper. They're often times opposite the newspaper's editorial and letters to the editor page. And they will take opinions from people in the community.

Generally, when you're trying to do an opinion piece on something, um -- for example, the disability community in Washington, DC got opinion pieces about physician-assisted suicide in the Washington Post just prior to the Supreme Court deciding a case.

And in fact, one of the supreme justices cited the opinion piece when they were questioning attorneys. So, opinion pieces can have huge marketing impact. You want to have a person associated with your CIL who has the hottest standing possible. The that is no en in the community.

You can also write -- do a letter to the editor campaign on a certain issue. The digital divide. Hunger, Medicaid. Whatever is hot right now with -- with your community that associates with your center for independent living.

Get consumers and Board Members, and staff to be submitting letters to the editor in your paper, because that is the most widely read piece -- or part of any newspaper. All the surveys show that.

Let's move to the next slide, number 29. I wanted to give you an example of news worthy press coverage succeeding beyond our wildest dreams. I was one of three people who founded capital areadapt a few years back, and it is the adapt chapter that serves Washington, DC and northern Virginia.

And it was sort of synchronicity that we formed that chapter at the same time as The Washington Post newspaper did a huge expose` on deaths in group homes in Washington, DC.

Adapt and the local protection and advocacy group which I believe is called University Legal Services, staged a large demonstration outside the DC government building.

It was really a dramatic and sad story, because 112 people with developmental disabilities had died in these group homes from a abuse and neglect the. And we made 112 headstones and each one had the name of a member that the group home that killed through abuse or neglect. And we got amazing news coverage. It was like every single newspaper, every TV. The talk radio stations. We had talk radio shows doing shows on this.

It was great coverage. And afterwards, I had my first experience of having done a press campaign and having local grant makers and fupters, calling up capital areadapt and inviting us to apply for funding.

So press coverage is an excellent, excellent marketing tool, not just to your consumers but to your community partners and funding. Let's move to Slide 30.

Again, I want to underscore that using mainstream media for marketing is big bank for low bucks. I call it free-marketing, but, of course, you do have to have the staff time investment. But I think using -- getting mainstream media is really a great resource investment. If your center for independent living is going to invest in this type of marketing, it really does require staff commitment and time.

And so your Executive Director or CEO and depending on how closely your board works with management of the CIL, your board, really need to buy into this idea. And if you do go in the direction of marketing with mainstream media as a key component of your marketing plan, and I, as a longer time marketer would do that, make sure you follow through with it. Design a communications and marketing plan for, say, the next 3 to 5 years and it doesn't have to be set in stone, but definitely follow through with it, because it takes a while for this investment to manifest.

Well, sometimes like capital areadapt it can shock you with how quickly it manifests, but it takes some time. You are starting to work with the mainstream media and you are going to see results, and you will probably see results that are commensurate with your targeted investment.

But definitely commit to it and follow through. I have just seen so many people kind of drop their media or marketing plan before it yields the results. So we talked about having designated communications staff. And you can have a strategic communications plan as part of your marketing plan.

And you really need to reassess your marketing plan and your communications plan at regular intervals to make sure you're getting the kind of yield in stories and communication that you want. Because you can change it.

You can make more effective use of what's a hot topic. And get better results.

Down here I have: Builds relationships with media professionals and several exclamation points. I want to emphasize this point hugely. I could actually have 7 or 8 slides that say nothing but build relationships with media people. You will get great results from this because they will see you as a key source on disability issues.

This morning it was a Pacific time hour and it was a person from Al JazereraTV to find sources on a story she wants to do with persons with disability. That can be used. You can market your CIL spokes-people as expert sources and you'll be the go-to people that they'll want comments on for their stories.

Let's switch to Slide 31. So you want to look at more deeply. What's hot, what's trending is what equals mainstream news and that's what you see on the television, what you read in the paper, what you hear on news talk radio. What's hot and what's trending.

Again, we are using as an example, Civil Rights is cost-effective in a tight budget time.

These are the tight budget times.

Two examples of what the disability community nationally is pressing, acinus worth as the campaign and the disability looks like campaign which is started on social media.

So how did your center for independent living and disability issues fit into what's trending I'm talking about the Medicaid matters campaign, because three major national organizations started that campaign and did the initial press push. It was the AAP D, the American Association of People With Disabilities, adapt, national adapt, and also NI CL. The campaign started during the NI CL commerce and national adapt actions, so there were probably 1,000 people with disabilities, activists and participating in Washington, DC when it started AAP D offered the media firm that they work with to do professional media work with us and we got great initial coverage. And then the website was continued.

The my Medicaid matters website was up, but everyone stopped the press effort and it stopped before, really, the policy type reporters linked disability and independent living with home and community-based services policy. Really all of those top expert reporters now, when they write their stories about Medicaid cuts and that's a pretty hot topic nationally and opinion pieces and in press coverage. They ought to be noting leaders in the disability as expert sources. They should be quoting us, because we are the ones that have learned how to save money or Medicaid services but because -- I think it was because we stopped our press campaign before that the deeper understanding penetrated professional reporters, so I'm hoping that if -- if mainstream news and using mainstream media is a part of your marketing effort, that your center for independent living will keep it up for a long period of time, enough to et results.

And, of course, you can modify your marketing plan and your communications plan, and you ought to be evaluating, and modifying.

Let's go to Slide 32 which is pitching your story. Again, always use photos with a -- with a press release. And pitching is just telling your story, marketing your story.

I work with national adapt and do pro bono media work, and three years ago, I began sending photos with every single press release.

And usually the national adapt actions are in Washington, DC which is a highly competitive media market. And we were kind of lucky if we got one photo in the Washington Post with a caption that probably was going to be inaccurate.

Now, I definitely get three times the coverage even in a hugely competitive market.

So, photos, and photo opportunities, every press opportunity you have, every press story you're pitching, use photos.

You are going to be educating the non-disabled press professional.

They're still stuck in the medical model. And you're going to help them understand independent living policy and practice.

Um -- disability rights, and center for independent living media mavens and marketers have been working with the press for 30 years.

And unfortunately, for the most part, they still have the medical model mentality.

I think it was about 15 years ago that disability advocates and media mavens convinced the people who write the Associated Press style book to omit use of the terms wheelchair-bound to describe people who use wheelchairs, wheelchair riders, and even though that is in the AP style book, which is the dictionary, the thesaurus, the absolute top source for what is correct and not correct in writing for the press, you still see wheelchair-bound all through written stories, and you'll hear TV and radio reporters using the term.

So, that's going to be part of our work until we get it done.

And let's switch to our next slide. Which is Slide 33. And we're looking at social networking, which is another way of getting free-marketing. Of course, again, you have your investment of staff time. There are blogs, there's You Tube, Facebook, Twitter, et cetera, et cetera.

The one thing to remember, and this is key, is that social media is only as effective as your following. A lot of nonprofits and businesses actually, for-profit businesses make a huge error in using a lot of staff time to do what I call the scatter approach of social networking.

And that means getting -- getting a presence, but I think it's an empty presence. So they've got things on You Tube and Facebook and Twitter and blogs, but it's a blog that's never updated, or it's a Facebook page with totally empty content.

So what I would suggest for a center for independent living is, have a blog, and make sure it's updated weekly with information that your constituents need. It can be about various programs. It can be about many things, but make sure you are giving them something.

And when you post on Facebook, have a Facebook page, too. Twitter, if you want it. But make sure that you are giving something to your constituency, some information they need. Hold events, and advertise them on Facebook. Use -- give them service information. That way you're going to build up your following on social media, and you will become far more effective.

Design your social networking or social media campaign. Tailor it to something that fits your center for independent living. Under this bullet point I've got examples of media campaigns. We have discussed them on Medicaid matters campaign.

People are making You Tube videos on why my Medicaid matters to them, which is basically telling their story. Our stories, don't forget, oral histories, our stories, are a huge, huge tool to use. They're powerful.

And we need to get them out so that people hear them. Facebook campaign that's going on right now is called: This is what disability looks like. And it's trying to break down stereotypes of what non-disabled people have about disability. And shows one that I saw was of a scuba diver wheelchair rider.

And new art. Great photos. Marlee Maitlin who's an actress who's deaf is using Twitter. She began using Twitter a few years back for a captioning campaign, to urge film-makers and TV producers, et cetera, to caption all the programs on TV and movies, and she's been making great headway with that, just using Twitter.

Another thing to remember about social networking is that it's going to change. And you need to change with it. The example of everybody a few years ago was on My Space, and now we're all on Facebook.

So that's just a matter of keeping up with what's going on and moving with it.

Also, again, remember that effective postings provide service.

Let's move to Slide 34. What is trending?

And here we have a photo which is an example from the -- this is what disability looks like campaign. At the top of the photo it has: This is what disability looks like, and then it has two very attractive looking women. One is an African-American woman who is standing and using a Canadian crutch. It looks like she has a long dress on.

And in front of her is, I believe, Bethany Stevens who has, I believe, a very short skirt on and is in a provocative positing in her manual wheelchair with her legs crossed and looking lovely. They both look fabulous. And then there's a service dog in front of Bethany. And then at the bottom of the page, of course, the top, again, said: This is what disability looks like.

At the bottom of the page it says that F word ING and then awesome. Which isn't something so much that the non-disabled would associate with disability. But we know we're that much awesome.

So I think this is a wonderful campaign. I've been following that. I think it's a good example for your center for independent living to use.

And let's move to Slide 35. I want to remind you that the local resources to use, that can deepen your marketing efforts and plan, look in your community. Can you get the advertising council to run a campaign for your center for independent living, or could you get an ad agency to give you some pro bono time to develop your marketing campaign?

What about media training? If you don't have PR staff now, could you work with an ad group pro bono to train your marketing staff?

Look and examine others in your community. What are some partners that you might be able to build marketing efforts with?

Are there sports teams who would support you? Actors or musicians? Others in your community? Business leaders that would like to give your CIL a hand with marketing. So that's another thing you should -- should find, local resources in your community.

Some people invest in professional mainstream media firms to distribute their press releases like PR news wire. You can certainly do that. I think they're much more effective when it's done at the national level. I think it's -- a local CIL you're much better off doing your own media effort, building those relationships and marketing yourself as an expert source.

So let's go to Slide 36. And our last questions. And please, feel free to ask anything about marketing.

>> TIM: Okay. Thanks, Janine. Amanda, can you give the instructions and see if anybody's on the phone? (Pause.)

>> TIM: Amanda, could you help us switch over to the Q&A mode, please? (Pause.)

>> TIM: Well, while we're waiting for that, if you're on the phone, you can hit seven to enter into the queue to ask questions, I've got a couple questions here on the web. So let's start there.

Janine, the first question comes from Ross, and Ross asks: It seems to me that the most effective use of media is waiting until a news story is already hot. And like you said, piggybacking on it. But if there is no news story how do you get the media interested?

>> JANINE: I think that's -- I think it's true that piggybacking is your most effective use, but if you think about a story that might be important or is trending in your community that the media doesn't know about, you can certainly issue a press release on that.

And you do that -- you get them interested with that first sentence, that lede, where you tell them who, what, where and when and you do it in a dramatic way that catches their interest. So you knew -- you need to market your story in a news worthy way.

>> TIM: Okay. Good. Kim asks if you have any templates to create a marketing plan?

>> JANINE: I do have templates -- templates for that. And certainly, if -- Tim would like to forward an email or you would like to, I think my email is on the information you have. Email me and I'll send them to you.

>> TIM: We can -- we can do that, Janine, I'd also be happy to share it with the participants via email or put it on the training archive page.

>> JANINE: Okay. We'll do that.

>> TIM: If you're comfortable sharing them there are a couple ways we can get them out. So ...

>> JANINE: Great e okay, good. Amanda, let's see if we can open up the phone lines for questions now. (Pause.)

>> TIM: Let me see if I can call another operator. Excuse me. (Pause.)

>> FEMALE VOICE: Again as a reminder if you do have a question please press the number seven on your telephone keypad. (Pause.)

>> FEMALE VOICE: It appears we have no further questions at this time.

>> TIM: Okay, thanks. Janine, would you like to walk through the resources on the next couple slides.

>> JANINE: Yes. I would love to do that.

>> TIM: Okay.

>> JANINE: Again -- oh, wait a second. I kind of lost that one slide. Let me find it again. For the first page of resources, but, again, I think the first resource is the making news. How to get coverage for disability rights issues by Terri Hartman and Mary Johnson, which was published way back in 1993.

I also added the book representing disability in an ablist world by Beth Haler, which was published in 2010. It has a great deal of coverage about -- that kind of ablist way that the non-disabled media covers disability. But I find that it has -- for our purposes, for marketing for CILs it's got information about social media that's helpful.

Then the third book on the list is not disability-specific. It's social media is bullshit. By BJ Mendelson. And I added that because it has quite a bit of information about how do you social media in a way that has some depth.

Avoiding the scatter approach. Making sure that you are building a following on social media. I think the rest of these may be cultural workers, Tom Olin photos. I give his email. He's been taking photos of the disability movement since 1985.

He also -- actually we've done work together with the state of New Mexico and the State of Pennsylvania and done photo and oral histories.

So there's just lots of information.

Ben Wilkins of the enth degree who did the graphics for the ADA legacy project and has wonderful T-shirts. He's a great resource for tag lines, too.

Johnny Crescendo. There's his website. He's a disability rights movement singer and writer. I have the website for it's our story. I'm surely of you who are listening to this webcast and participating in our webinar have been interviewed by Scott Cooper for it's our story.

And then we have the Institute on disability culture. Which has information kind of more of an academic approach. What is disbility culture? But Steve Brown has examples of who -- who our cultural workers are. And it's sort of -- it's interesting to use disability cultural materials and be familiar with them for using in your marketing work.

I have the my Medicaid matters campaign.

And also, two top disability marketing firms. (See the Slide. Terri was not married at the time she wrote the making news book but she's one of the authors of that book and also Carmen Jones of solutions Marketing Group, these are disability marketing firms. So thank you all very much. And I hope you continue to have fun with marketing. That's so important.

>> TIM: Well, good. Thanks, Janine. Let's check in one more time before we break. And I do have a small wrap up, but let's check one more time for questions before I do that.

>> FEMALE VOICE: There are no questions at this time. But, again, as a reminder, if you do have a question, please press the number seven on your telephone keypad. (Pause.)

>> TIM: Okay. Well, wonderful. Well, I'm going to move ahead and I'll talk a bit in my wrap-up about how you can ask questions if they come up in the next few weeks.

First of all, Janine has been generous enough to provide her contact information. I really appreciate that.

You can ask Janine questions about today's webinar. And you're also welcome to send those to me. Of course, my email is just my first name it's Tim at NCI L.ORG.

So if you have questions about today's program, marketing or the program as a whole please don't hesitate to reach out to us, whether it's in later today or in a few months. We'll always happily take your questions.

Finally I'm switching over to Slide 40 now. And this is the evaluation form for today's presentation.

Again, it's very easy to complete. It's brief. But it's really important to us. If you're on the webinar today, you can just click right on this link, it's a Live Link, it will take you to the evaluation form. If you're listening on the phone you can access this link in the confirmation email that was sent to you.

And again, if you missed that for any reason, you can just reach out to me at Tim at NI CL.org and I'll send it to you right away. So thanks so much, Janine, for an excellent presentation. We really enjoyed it. And thanks so much to all of you for being with us. Don't hesitate to reach out if you have any questions.

I will work with Janine to get the marketing templates, I think that's a great idea. And we'll include those on the archive page.

So for you or any of your colleagues that want to review today's presentation or access the marketing plans, in the future, you can go to the archive page on the website and see that.

So thanks so much, everybody, for being with us on today's call. Have a wonderful afternoon. Bye-bye.

>> JANINE: Thank you, Tim.

>> TIM: Thanks, Janine.

>> FEMALE VOICE: Thank you, this does conclude today's teleconference, we thank you for your participation, and you may disconnect your line at this time. (Hanging up.) (End of call.) (3:22 PM CT.) \*\*\*\*\*\*\*\* This text is being provided in a rough draft format. Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings. \*\*\*\*\*\*\*\*