

How to Be Heard

MEDIA AS A PUBLIC RELATIONS STRATEGY

SEPTEMBER 21, 2017



Healthy Teen Network

Welcome!



Gina Desiderio
Director, Communications
Healthy Teen Network

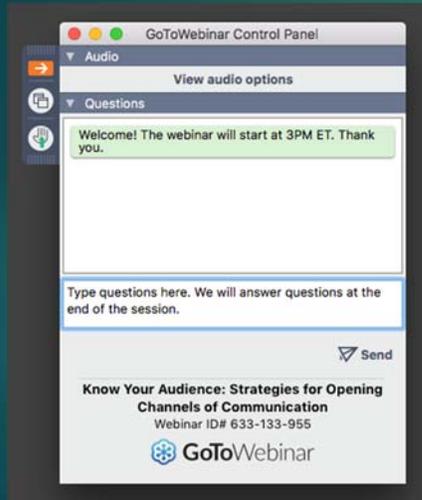
2





About Today's Session

5



- ▶ GoToWebinar Guide & FAQs: support.logmeininc.com/gotowebinar/join
- ▶ Questions may be submitted via the Questions panel, to be answered at the end of the webinar.
- ▶ If your audio isn't working well, you may have better luck calling in with a phone rather than using the VOIP option.

© 2017 Healthy Teen Network

Finding Common Ground: 2017 Advocacy Project

6



Project Goal:

Increase capacity to educate public policymakers on the imperative of sustaining & increasing public investment in positive sexual health education & services for young people.

This project is made possible (in part) by an independent grant from Merck.

© 2017 Healthy Teen Network



ISSUE BRIEF

FINDING COMMON GROUND
AN OVERVIEW ON KEY CONSERVATIVE PRINCIPLES
TO SUPPORT SHARED GOALS FOR ADOLESCENT
SEXUAL & REPRODUCTIVE HEALTH



7



New Resource: Issue Brief

Today's Presenters: Steinhauser Strategies



- ▶ **Brendan Steinhauser** –
Austin, Texas based
political and public
relations consultant

© 2017 Healthy Teen Network

8



TOPICS FOR TRAINING

- ▶ What is media?
- ▶ Working with the press
- ▶ Telling your story
- ▶ Tips and Suggestions



WHAT IS MEDIA?

10



THE WALL STREET JOURNAL.



reddit

The Washington Post

TIME

BuzzFeed

THE HUFFINGTON POST



FOUR TYPES OF MEDIA WE WILL COVER:

11



PRINT



TELEVISION



RADIO

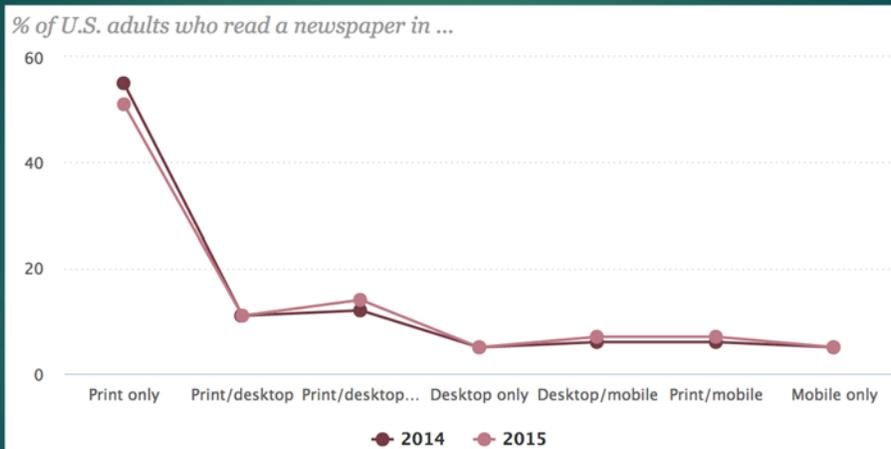


INTERNET

© 2017 Healthy Teen Network

PRINT: Declining readership but still very influential

12



© 2017 Healthy Teen Network

EXAMPLES OF PRINT MEDIA

13



New York Times
Wall Street Journal
Washington Post
USA Today
Associated Press

Los Angeles Times
Houston Chronicle
The State
The Sun
Philadelphia Inquirer
Denver Post

© 2017 Healthy Teen Network

TELEVISION

14



National networks often drive the content for local news



Local affiliates are most trusted source of news for mainstream voters



Cable news tends to be more partisan

© 2017 Healthy Teen Network

PUBLIC RADIO

15



- National Public Radio, local public radio, FM band stations typically
- In depth stories, beyond the sound bites, moderate to liberal audience



© 2017 Healthy Teen Network

Conservative Talk Radio

16



- National and local shows
- AM band, often feature call in opportunities, more emotional
- Regional hosts and shows that mimic national ones
- Many conservative talk radio stations are overtly Christian



© 2017 Healthy Teen Network

Internet

Ideological
media outlets

17

- ▶ Hundreds of thousands of unique visitors every day

Traditional media
outlets



© 2017 Healthy Teen Network

UNDERSTANDING MEDIA

18

- ▶ Build relationships with reporters, editors, producers
- ▶ Read their articles and become familiar with their writing
- ▶ Connect with them on social media
- ▶ Show up at events where they are working
- ▶ Be a good source, help them do their job, meet deadlines, return calls



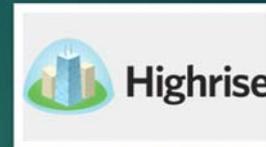
© 2017 Healthy Teen Network

UNDERSTANDING MEDIA

19



- ▶ Create and manage a media list in excel, Highrise, MailChimp, etc.
- ▶ Communicate frequently via email, phone, and in person meetings
- ▶ Read what reporters are writing so you understand their beat
- ▶ “Like” your local and state media outlets on Facebook and follow them on Twitter



© 2017 Healthy Teen Network

SPEAKING WITH REPORTERS

20



- ▶ Always return their calls, even for a “no comment”
- ▶ It’s okay to say, “Let me get back to you. What’s your deadline?”
- ▶ Assume everything is “on the record” but set parameters
- ▶ On the Record, On Background, Off the Record
- ▶ Always record your conversation for your own notes



© 2017 Healthy Teen Network

ONCE THE STORY BREAKS...

21



- ▶ Email the story to reporters, producers, editors, bloggers (always bcc)
- ▶ Tweet the article using a widely used #hashtag
- ▶ Share the article on your Facebook page and tag influential people
- ▶ Consider boosting posts for \$20 – 100 each
- ▶ Follow up with reporter, make any corrections, thank them

© 2017 Healthy Teen Network

SOCIAL MEDIA MARKETING

22



Facebook

- Share relevant, compelling, timely content
- Videos, photos, and infographics are best
- Facebook live feature for interviews, press conferences, speeches, rallies, town hall meetings
- Post often and track your metrics
- Build your fan page with paid advertising



© 2017 Healthy Teen Network

SOCIAL MEDIA MARKETING

23



Twitter

- An elite audience of journalists, activists, legislative staffers, legislators, lobbyists,
- Follow them, and they will follow you back
- Retweet, DMs, Likes
- Quality vs. quantity of followers

Instagram



- Great if you have high quality and interesting photos
- Use for telling personal stories that pull at heart strings

© 2017 Healthy Teen Network

WAYS TO GET YOUR MESSAGE OUT

24



- Op-Eds
- Letters to the Editor
- Your website
- Press releases
- Press conferences



© 2017 Healthy Teen Network

WAYS TO GET YOUR MESSAGE OUT

25



Op-Eds

- 450 to 700 words
- Contact editorial page editor via email and phone
- Include text, title, author, bio, and word count

LTE's

- 150 to 250 words
- Short, direct, lead with strong points
- Make it relevant to recent news or editorials
- Submit similar letters in same week

© 2017 Healthy Teen Network

WAYS TO GET YOUR MESSAGE OUT

26



Your Website

- Include a "news" or "blog" section
- Post all emails to members, press releases, news hits, position papers
- Frequent posting with tags increases online traffic
- Good placeholder for your videos, photos, and talking points

© 2017 Healthy Teen Network

WAYS TO GET YOUR MESSAGE OUT

27



Press Releases

- Create a template that you can use frequently
- Purpose is to alert media to an event, new study or program, new hire, legislative movement, etc.
- 300 to 400 words with who, what, when, where, why
- Include text, not an attachment

© 2017 Healthy Teen Network

WHAT MAKES NEWS?

28



- "Man bites dog" – something out of the ordinary
- "If it bleeds it leads"
- Find your angle to pitch – epidemics, new groundbreaking studies or medicines, new policies that would harm people,
- Events – high profile spokesperson
 - Elected officials, celebrities, local community leader

© 2017 Healthy Teen Network

PRESS CONFERENCES 101

29



- Find a location that's easy to find, has good parking
- Keep it short – 30 minutes or less
- Limit the number of speakers and length of speeches
- Send out a press release one week before, one day before, and morning of event

© 2017 Healthy Teen Network

PRESS CONFERENCE 101

30



- Hand out copies of press release at event
- Press riser for TV cameras and photographers
- Power, AV, wifi, lighting, extension cords – TEST EVERYTHING
- Frame your press conference with real people
- One general theme and three sub messages

© 2017 Healthy Teen Network

SUMMING IT ALL UP

31



- Earning media is about building relationships, working hard, and being a good source
- Be aggressive, proactive, and determined
- Understand incentives of media outlets – good story, advertising revenue, “clicks”
- Spread your message via print, radio, TV, and internet
- Share newsworthy content in a timely manner

© 2017 Healthy Teen Network

Q & A

32



© 2017 Healthy Teen Network