

Our Changing Times: Advocacy at the Crossroads

The Best Kept Secret: Strategic Communications Workshop

September 9, 2008

Strategic Communications Workshop

- Welcome
- Brief Introductions
- Goals and Expectations
 - Develop key messages (and messengers) for diverse audiences
 - Improve media outreach and communications on a budget
 - Identifying strategies and tools to engage stakeholders, policymakers and influencers by sharing your stories

Strategic Communications Defined

- ❑ Aligned with mission, vision, values
- ❑ Integrated and supports goals and objectives
- ❑ Internal/external audience focused
- ❑ Positions organization and programs
- ❑ Motivates and engages stakeholders
- ❑ Results driven

Target Audiences

Identify key target audiences

- What do we know about them?
- How do they get info?
- What are competing issues?
- What are compatible issues?



Creating Opportunities

- Every challenge is an opportunity to convey your message
- Real life examples:
 - Why doesn't she just leave?
 - It's a "family matter"
 - Domestic violence does not affect me
- Develop key message(s) to respond to questions without defensiveness or anger

Key Message Development

Creative brief exercise

- Who are we talking to?
- What exactly would we like them to do, feel or remember?
- What is the single most motivating message we can communicate?
 - Keep it simple
 - Call to action

Message Development

Creative brief exercise

- What's the message?
- Why should they believe us?
- What are the competing forces/messages?
- Is there anything else to know?

Media Outreach

- Be a resource to the media, share data
- Do your homework, monitor the media
- Invest time in educating media on your issue
- Be creative, timely, pitch consistently
- Use the proper media vehicle

Media Tools: The Right Tool for the Job

Media Toolkit

- Media Advisory/Media Alert
- News Release
- Calendar Listing
- Print and Broadcast Editorials
- Radio and TV Talk Shows
- Public Service Announcements (PSA)
- Monitoring and Follow Up

Media Advisory/Alert

- Invites media to cover event/issue
- Provides who, what, where, why and when
- Send advisories 2-3 days before your event

News Release

- Informs media about events, issues, activities that have recently occurred
- Reads like a news article
- Include quotes from key spokespeople
- Only send news releases when you have real news

Calendar Listing

- Invites the public's attendance
- Provides the basic information about your event
- Community calendars will modify to brief announcement
- Check for deadlines, usually more than 4 weeks in advance

Print and Broadcast Editorials

- Responds to recent editorial, event or news story
- Offer your opinion, state a fact or make a point
- Should be fresh, original
- No more than 300 words, check your local media outlets for details

Radio and TV Talkshows

- Presents issues and concerns to audience
- Identify the most appropriate programs to reach your target audience
- Many radio interviews can be by telephone
- Send your letter to producers and follow up

Public Service Announcements (PSA)

- ❑ 10,15, 30 seconds
- ❑ Effective and free
- ❑ Keep the topic timely
- ❑ Keep the message short and simple
- ❑ Research local radio and television stations' policies and requirements

Monitor/Follow up

- Make follow up calls
- Track placement of stories
- Conduct media follow up and monitoring
- Don't forget -convey “kudos” for coverage
- For a fee, clipping services are available

Social Networking

- What is social networking?
- What's the value?
- Popular social networks
 - YouTube
 - Facebook
 - Blogging

Stakeholder and Influencer Outreach

- Framing your story
 - Make relevant connections to your issue
- Find the right tool to reach your stakeholder audience
 - Web site, newsletters, messengers
- Be a resource and partner
- Promote your advocacy voice

Strategic Communications To What End?

- What does it all add up to?
- Conveys a unified message and brand
- Promotes your mission, vision, values
- Supports advocacy and fund development goals
- Engages others in your work
- A Movement!