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

Nakatomi & Associates
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

Nakatomi & Associates
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!

Nakatomi & Associates