



U.S. Department of Health and Human Services
Administration for Children and Families
Office of Family Assistance

National Responsible Fatherhood Clearinghouse (NRFC) Technical Assistance Webinar

Tuesday October 27, 2009 ~ 2:00 – 3:45 EDT
**Using the Internet and Modern Media to Enhance Your
Fatherhood Program**

Moderator:

Nigel Vann: NRFC Director of Training & Technical Assistance

Presenters:

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How To Ask A Question

- ◆ A question can be asked by typing it in at **any** time during a presentation.
- ◆ You'll receive a standard answer to let you know that your question has been received and will be submitted to Nigel to ask the presenters during the Q&A
- ◆ If your question does not get answered due to time, please email your FPO

How To Ask A Question

1. Click on the word "Q&A"

2. Type your question in the top box

3. Click on the word "Ask" to submit your question

The screenshot shows a web browser window titled "Microsoft Office Live Meeting - livemeeting.com - NHMRC July Webinar Practice Session". The browser's address bar and tabs are visible. The main content area displays a Q&A interface with a tab labeled "Q&A" and a "Meeting" tab. The Q&A section contains a large text input box with the placeholder text "Type your question here." and a small "Ask" button with a hand icon to its right. Below the input box, it says "No questions have been answered yet." Three numbered instructions with colored arrows point to specific elements: a yellow arrow points to the "Q&A" tab, an orange arrow points to the top of the question input box, and a green arrow points to the "Ask" button.



Technical Issues

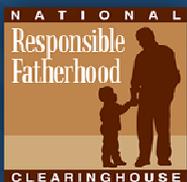
- ◆ Screen too small? Hit F5
- ◆ Want to ask a question? Hit F5 or Esc to bring you back to the original view to type in your question
- ◆ Trouble hearing? Send us a message via the Q&A tool
- ◆ Interested in slides? If you did not receive the Presentation in PDF format prior to the Webinar email: info@fatherhood.gov



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Succeeding Online: Setting Goals and Creating Effective Strategies

Natalie Bradley
Marketing Manager, National Fatherhood Initiative





Using the Internet and Modern Media to Enhance Your Fatherhood Program

- **First Things First!**
- **What are your goals? What are you trying to accomplish?**
- **POST**
 - People
 - Objectives
 - Strategy
 - Technology





Using the Internet and Modern Media to Enhance Your Fatherhood Program

POST

PEOPLE: Who is your audience? What do they care about? Where are they online?

OBJECTIVES: What are your goals?

STRATEGY: How will you achieve your goals? How do you want your relationship with your constituents to change?

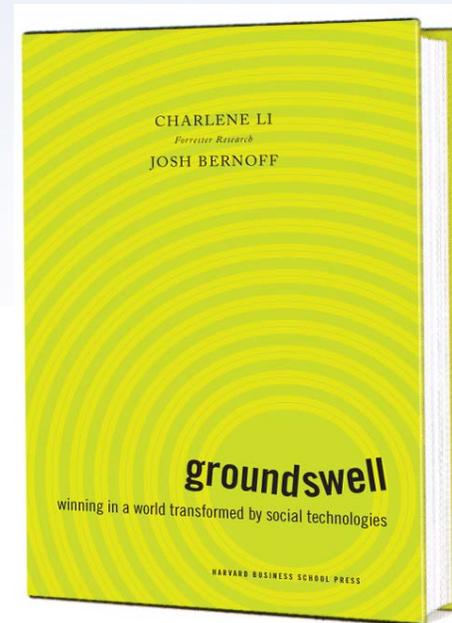
TECHNOLOGY: What applications/websites/networks should you use to accomplish your objectives?



Using the Internet and Modern Media to Enhance Your Fatherhood Program

Objectives

- **What are your goals? What are you trying to accomplish?**
 - We want more fathers at our programs
 - We want to increase regular attendance
 - We want to create community among program alumni
- **Five typical objectives:**
 1. Listening
 2. Talking
 3. Energizing
 4. Supporting
 5. Embracing





Using the Internet and Modern Media to Enhance Your Fatherhood Program

Listening

Essential! The starting point of any recruitment/marketing efforts.

Keep In Mind:

You are not your audience

Be observant – you don't need expensive research

Monitor Social Networks



The Ear



Using the Internet and Modern Media to Enhance Your Fatherhood Program

Talking Your Website!

Keep it updated

Use key words

Coordinate with offline efforts

Register with Google Maps

Pay for ads – or get a grant!

www.google.com/grants

A screenshot of a Google search interface. The search bar contains "childcare houghton, mi" and the search button is labeled "Search". Below the search bar, there are options for "Web" and "Show options...". The search results show "Results 1 - 10 of about 46,600". A suggestion "Did you mean: [child care houghton, mi](#)" is displayed. The main results are "Local business results for **childcare** near **Houghton, MI**". A map on the left shows the area around Houghton, MI, with several red location pins labeled A through G. To the right of the map is a list of results:

- A** Baraga-Houghton-Keweenaw Child Development Board
www.bhkresources.org - (906) 482-3663 - [More](#)
- B** 4 C of the UP
www.4c-up.com - (906) 483-3888 - [More](#)
- C** My School Children's House
www.myschoolchildrenshouse.com - (906) 482-7146 - [More](#)
- D** MTU Child Care
maps.google.com - (906) 483-2101 - [More](#)
- E** Michigan Technological University: MTU Preschool Inc
www.mtupreschool.org - (906) 487-2720 - [2 reviews](#)
- F** Head Start
maps.google.com - (906) 482-3663 - [More](#)
- G** Head Start Program
maps.google.com - (906) 487-6653 - [More](#)

At the bottom of the map area, there is a link: [More results near Houghton, MI >](#). The footer of the map area includes "©2009 Google" and "Map data ©2009 Google".



Using the Internet and Modern Media to Enhance Your Fatherhood Program

Talking Facebook Fanpage

Keep dads informed
Send reminders
Share photos

The screenshot shows the Facebook interface for the National Fatherhood Initiative. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and a search bar. The page header for the fanpage includes 'National Fatherhood Initiative' and navigation tabs for 'Wall', 'Info', 'Notes', 'NFI Email Signup!', 'Events', 'Photos', and a plus sign for more options. The main content area features a post titled 'The "Fathering Gap" in Education' with a preview of an article from the Washington Post. Below the post, there are links for 'Comment', 'Like', and 'Share'. The right sidebar contains a 'Get More Fans' button and a 'National Fatherhood Initiative' fan box with a 'Become a Fan' button. The bottom of the page shows a search bar with 'Father' entered and a status bar with 'Transferring data from photos-b.ak.fbcdn.net...'.



Using the Internet and Modern Media to Enhance Your Fatherhood Program

Talking Blogging

Regular followers

Other bloggers can link to you

Sound off on your issue

Can talk about events

Blogger

Wordpress

SEARCH BLOG FLAG BLOG SHARE Next Blog» Create B

THE FATHER FACTOR

MONDAY, OCTOBER 19, 2009

The "Fathering Gap" in Education

This article, from yesterday's Washington Post, Making the Grade Isn't About Race. It's About Parents, is one of the more powerful pieces I have read in a while. Written by an English teacher from T.C. Williams High School in Alexandria, VA, it bravely confronts some of the most thorny issues around why some students do well in school and others don't.

The most fascinating thing about the conclusions he reaches about the "achievement gap" in education is that his students themselves - not the "experts" - are helping him see what the *real* issue is.

CONTRIBUTORS

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Next Previous Highlight all Match case Reached end of page, continued from top



Using the Internet and Modern Media to Enhance Your Fatherhood Program

Energizing

Create excitement by producing content that people can and want to share.

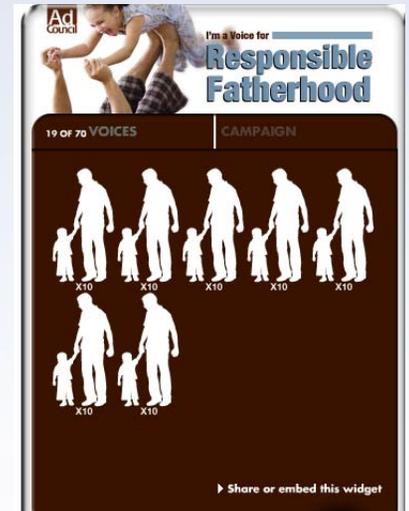
Widgets!

Video/Podcasts

Don't need professional grade equipment

Put it in the hands of your audience

Use popular culture to your advantage





Using the Internet and Modern Media to Enhance Your Fatherhood Program

Supporting and Embracing

Allows individuals to connect and share with each other and you.

Contact Us/Share Your Story Form

Communities

Use existing tools

Facebook.com

Flickr

Youtube.com

Coming soon for facilitators on www.fatherhood.org!





Using the Internet and Modern Media to Enhance Your Fatherhood Program

- Additional Thoughts
 - Get interns from local colleges/high schools
 - Sell your board/executives with a plan
 - Take small steps
 - Close the loop
 - Talk about your online efforts in class. in newsletters



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Using the Participatory, Social Web to Connect With Your Primary and Tertiary Audiences



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Alex Steed's Background

- Substantial experience as on and offline grassroots organizer and outreach coordinator
- Envisioneer and researcher of collaborative research projects
- Advisor to several local and national communication-heavy projects
- Educator and mentor to both high school and college-aged students
- Communication and participatory media consultant for nonprofit organizations, activists and advocacy groups



Why Participatory Media?

- All media – arguably – is social
- It is the element of constant participation that sets this medium apart from the others
- Its spirit (though not always its architecture and delivery) is democratic and “grass-roots”
- The buy in, planned and strategized for correctly, can be relatively low
- Inherent in the model of “participation” is the multi-dimensionality of communication



STRONG Fathers Maine

- **PLANNING STRATEGICALLY:** We first answered, “What is STRONG Fathers Maine trying to accomplish?”
- **BRAINSTORM:** How would we like to communicate, and with whom?
- **METHODOLOGY:** With which methods will we communicate with our audiences?
- **Again, PLANNING STRATEGICALLY:** What does success look like? What is our communication mission, what is our schedule, and how do we stay on task?



STATUS MESSAGE: STRONG Fathers Maine

- **IN PROGRESS:** Building a strategic plan around developing output opportunities while managing and cataloging input
- **SYNTHESIZING:** The need for communication management and the potential for creating fulfilling, sustainable job opportunities
- **MEASUREMENT:** At the 6 month mark, what will success look like, and how do we measure that success?



How Does One Participate?



Listening

LISTEN: The participatory web is conversational, thus in order to participate successfully, one must listen to what is being discussed.

Listening is not just how one formulates an articulate, resonant statement, but it also serves as an asset for reputational management.

Tools:

Google Analytics, Google Alerts, Twitter Search, Google Grants



Targeting

Similarly to how one is selective about where to buy advertising space, one should be selective about where they invest their time in establishing a participatory presence.

Go to where your message will be heard, where your audience is, and where your brand is being discussed.



Engaging

Engage, or, to be obvious, participate.

The medium rewards those who exchange ideas, engage in dialogue, offer a service, and provide an authentic voice and presence, so discuss, talk about others, share stories both organizational and personal, and participate in this realm the same way that you would at a dinner party (or even a party party, though keep it appropriate :))



Take It Off[line]

ALL ROADS POINT OFFLINE

- **Cultivating trust / brands online means requires meeting folks offline**
- **Networking events!**
- **Volunteers are more likely to give their time to someone they have met face to face / talked to on the phone**
- **Use the medium to get the word out about your programs**



Have Fun

While trying at times, this all should be, at its core, a fun and connective process.



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Facilitation Strategies:

*Benefits of using multimedia and video clips
in fatherhood groups*



Presenter: P.T. "Buck" Foltz

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Why use multimedia?

- **“ Over the years I am often asked, how do you get fathers and men in a group or meeting one on one to open up to really discuss meaningful and/or intimate issues? This is, and always has been, the challenge to anyone who works with fathers and men.”
(Turner, 2007)**

Turner, R. (2007). Fathers who are sex-offenders: Utilizing Movies, Film and Media to Engage Fathers. (pp. 11). Gaithersburg, MD: National Responsible Fatherhood Clearinghouse.



Use of multimedia programs like *Power Point*

- *Auditory and visual* learning styles
- Use of cartoons, graphics and power point (slide-show) animation tools can help to reinforce learning
- **Efficient, Organized, Appealing**





Use of multimedia like *Movies and Video*

- The entertainment value in most movies comes a story or “*plot*,” which is based upon relatable life situations.
- These relatable life situations inspire feelings that we have all had to deal with at some point:

Humor

Tragedy

Pain

Excitement, etc.



Building on Feelings and Emotions

As facilitators we can use feelings and emotions inspired by a movie clip to:

- **Draw out discussion**
- **Introduce a topic**
- **Open-up a closed group**



Participant Comments on the use of movie clips

- **Entertainment Value**: *the use of popular movies provides fun, familiar and entertaining examples of everyday life*
- **Attention**: *“keeps us in-tuned to what your talking about”*
- **Visual communication**: *“emotional appeal / actors do a good job of portraying non-verbal communication etc”*



Great Movie Clips for Specific Topics

Discipline - Cinderella Man “stolen Salami Scene”

A Fathers Impact - City Slickers “best and Worst Day Scene”

Family Origins - Rudy “father / son talk at the bus stop”

Emotions - Father of the Bride “Discussion around the dinner table”

Substance Abuse - Hoosiers “Father/son talk in de-tox unit”