

A Technical Assistance Webinar of the National Responsible Fatherhood Clearinghouse

May 27, 2007

2pm – 3:30pm (EDT)

“Utilizing the NRFC Media Campaign and Working with Your Local Media”

Presenters:

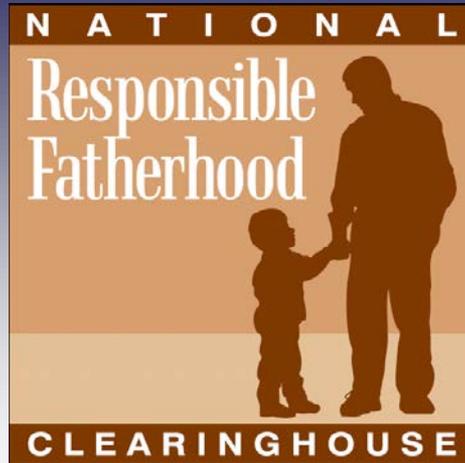
Nigel Vann: NRFC Director of Technical Assistance

Lisa Cullen: Campaign Director, The Ad Council

Allison Mantz: Assistant Campaign Manager, The Ad Council

Ken Sanders: Program Manager, Center on Fathering, El Paso
County Department of Human Services, Colorado Springs, CO

Maggie Spain: Account Manager, The Bawmann Group



Utilizing the NRFC Media Campaign for your program

May 27, 2008



Overview of Ad Campaign

- Most recent creative launched in April 2008
- Campaign features the new tagline “Take time to be a Dad today”
- The call to action is www.fatherhood.gov



List of Campaign Materials

- TV (:30s)
 - “Cheerleader”
 - “Super Soaker”
- Radio (:30s)
 - “Ballgame”
 - “Beans & Hotdogs”
 - “Sandwich”
 - “Getting Paid”
 - “Storm”



List of Campaign Materials (con't)

- Print
 - “6,570 Days”
 - “Door Jam”
 - “Rocket Ship”
- Hispanic Materials – Radio (:30, :60)
 - “Bicycle”
 - “Hero”
 - “Puppy”
 - “Quinceanera”



Where to Find the Campaign Materials

- www.fatherhood.gov
- www.adcouncil.org



Where to Order Campaign Materials

Ad Council

As the leading producer of public service advertisements (PSAs) since 1942, the Ad Council has been addressing critical social issues for generations of Americans.

PSA CENTRAL

SEARCH GO

Campaigns About Ad Council Get Involved News

Home > Campaigns > Health & Safety > Hurricane Mental Health Awareness

CHOOSE A CATEGORY:

- Community
- Education
- Health & Safety**

- Preparedness - Business
- > Hispanic Underage Drinking Prevention
- > **Hurricane Mental Health Awareness**
- > Modeling Non-Violent Behavior
- > Obesity Prevention
- > Online Sexual Exploitation

Hurricane Mental Health Awareness

Hurricane Mental Health Awareness

Sponsor Organization: [Substance Abuse & Mental Health Services Administration \(SAMHSA\)](#)
Campaign Website: www.samhsa.gov
Volunteer Agency: [Grey Worldwide](#)

The recent hurricanes have had a devastating impact on the lives of thousands of Americans. People have lost their homes, schools, places of worship, personal possessions, daily routines and social support. In other

Campaign Information

- > Overview
- > Press Releases

View PSA Material

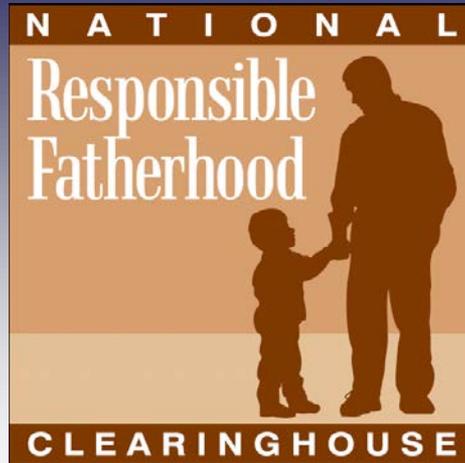
TELEVISION:

- > Drop
- > Drop - Spanish
- > Mental Hurricane
- > Mind



Ways You Can Use the Materials Locally

- Inform your local partners about the PSAs
- Promote PSAs in speeches you give or at local events
- Reach out to influential's—religious leaders, elected officials, school principals, community leaders, the media and others—to notify them about our PSAs.
- Insert information about the PSAs in your newsletter



Local Media Outreach



Outreaching to Local Media

- Build a relationship
- Begin a dialogue
- Educate
 - About the scope and importance of fatherhood involvement
 - Relevance to the community
- Increase media support
- Extend your media exposure throughout the year



Your Critical Role

- Media needs to put a local face on a national issue
 - You are the experts
 - You can best articulate relevance to the community, tell the stories
 - You provide resources to the community and the media
 - Leverage current relationships



Getting Started...

Media Target

- Identify and prioritize your best media prospects
 - Relevant programming for dads and parents
 - Check reporting and reporters
 - Leverage your personal media contacts
 - Visit media Web sites
- Schedule face-to-face meetings when possible, or contact by phone, mail, email or fax

Who to Target?

- No one function or title describes key decision maker
- Public Service/Community Affairs/Public Affairs Director
 - Receives - reviews - schedules PSAs
 - Community/Public Affairs programming
- General Manager
 - Oversees all operations



When to Schedule Outreach

- Throughout the year
 - Especially timely around launch of new PSAs
- Prior to your local events or key national dates
 - Father's Day
 - Family Holidays
- When new research is available



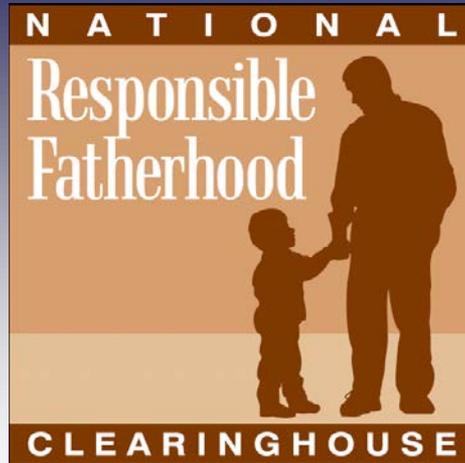
Be Prepared

- Plan the *key points* you want to make
 - Goals and target of the PSAs
 - Research and statistics, local when available
 - Underscore relevance of issue to the community (local stories, results, programs, and events)
 - Fulfillment, call-to-action
 - Emphasize year-round need
- Keep the tone relaxed and friendly
- End with an ask
 - Run the campaign PSAs
- Include leave-behind materials



Closing the Loop

- Send a note of thanks after your meeting or phone conversation and after you see/hear the PSAs
- Respond quickly to unanswered questions
- Follow up a few weeks later to inquire whether additional information is needed; Ask about media's plans to support the PSA campaign
- Reiterate that you are a resource for them



Public Relations



Strategy and Objectives

- To harness the power of earned media to further promote the issue of fatherhood and your organization
- Seek out local news opportunities
 - Monitor local media for related articles or reports
 - Family-related events, news, research or new statistics can be the impetus for pitching a local news story to the media



Who to Target?

- For TV – News Departments or Planning Desks
- For Radio – News Directors
- For Print – Local, Metro, Life or Family Reporters



Pitching Your Story

- Make sure it has a local angle, is timely and newsworthy
 - Local statistics and spokespeople are most compelling
- Respect reporter's time – they are deadline driven
- Be familiar with the reporter's beat, column or program

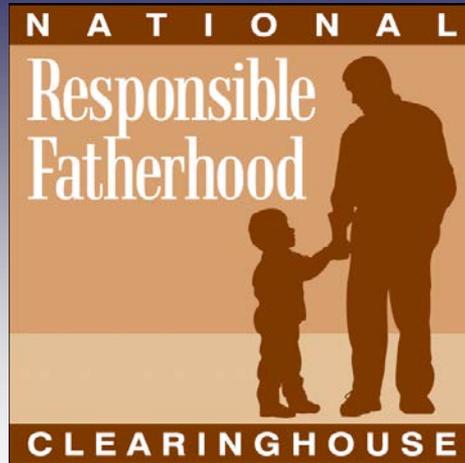


Pitch Letters

- Limit to one page
- Grab attention in first paragraph or sentence
 - Cite local/relevant statistics
- Explain benefit to their audience
- Include local resources and spokesperson for interviews
- Include your contact information

Other Tactics

- Develop a “swiss-cheese” press release
- Draft an op-ed piece
- Promote local spokespeople/experts to the media

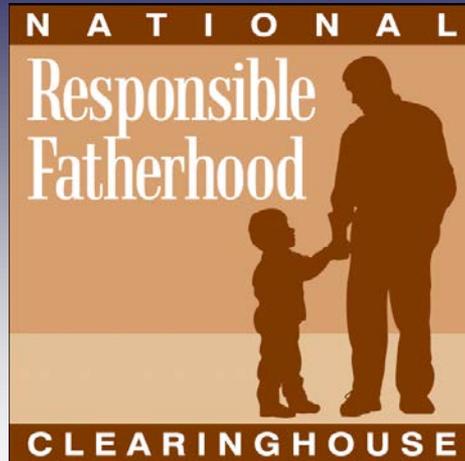


What's in Store for the Future on the Local Level?



Localizing the Campaign

- Planning to localize the current PSAs
- Process would be to add a local logo(s)
- We will keep you posted when the new materials are ready and where you can get them!



Growing Connections to Make Connections

**Ken Sanders, Program Director
Center on Fathering**



Background

- Center began June 1995
- Very little direct services prior
- Comprehensive, yet individualized services
- Strength-based



Where to Start???

- Lowest common denominator
- Focus on specific event
- Look for community fairs, etc.
- Fathers Day always a plus
- Build your core



Who is the Core?

- The majority – dads who have gone through services
- Focus Groups a key
- Advisory Board
 - Participating dads
 - Community leaders



Getting Your Message Out

- Show your passion
- Have your facts
- Make it relevant
- Make it newsworthy
- Connect it to the community



Who to Connect With

- Neighborhood newsletters/flyers
- Local papers (metro reporters/editor)
- Radio stations (call in programs & community service announcements)
- Television interviews (real dads)
- Chamber of Commerce (the economic element of fatherhood)



Personal Examples

- Cable access programs
- Radio call in programs
- Television call in programs
- Movie premier
- Newspaper articles (general and special interest)

Down the road

- Get a local celeb or politician to take up your cause
- “Strength in numbers” – community alliances speak loudly

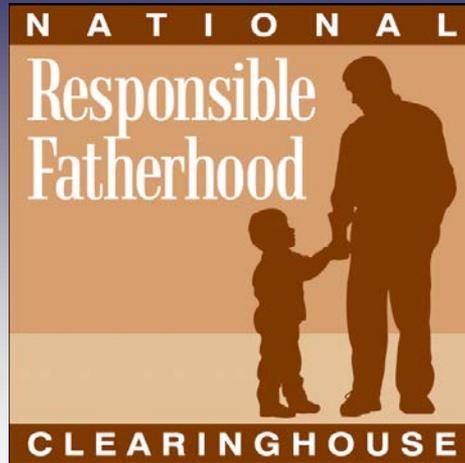


Most Importantly

- Don't give up
- Follow up



Thank you!



Media Relations

Be There for Your Kids
www.coloradodads.com



Media Relations 101

- When people say public relations, they often mean media relations.
- Also called “free media”
- It’s the stuff “between the ads” on TV, the radio, and in magazines and newspapers.



How People View the Press

- 72 percent of people expressed a favorable opinion of the daily newspaper that they are “most familiar with.”
- 73 percent of people expressed a favorable opinion of their local news.
- 68 percent of people expressed a favorable opinion of network news.

What Makes News

- The news media is constantly looking for new and interesting things to cover.
- The perception of what is and what is not news varies between reporters, editors and news outlets.

News is....,

- Anything that interests or affects people.
 - The more people affected, the more newsworthy.
- Conflict
- Human Interest
 - Tugs on heartstrings.
- Proximity
 - Close to home.
- Novelty
- Prominence



10 Questions for Determining News Value

1. Would you tell a neighbor, friend or colleague?
2. What's new? What's different? Why should people in the news media care?
3. Are there visuals, sound, sources?
4. WIIFM? What's in it for me – the reader, the viewer, the listener?
5. How easy would it be to make the story happen?



10 Questions for Determining News Value

6. Is the story part of a broader trend?
7. Does the story have a person to put a face on it?
8. Can you provide context to the situation?
9. Is it dramatic, compelling, credible?
10. Is it controversial/confusing?



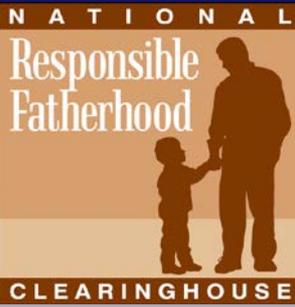
How News is Released to the Media

- Many times, it is as simple as a call to the appropriate reporter.
- Other times, the reporter is provided with a news release, calendar announcement, news brief or news advisory.



News Release

- A one to two page document that explains a story in detail, including quotes, statistics, etc.
- Many times weekly, community and rural publications will publish the release as is.
- Larger publications and broadcast mediums use the release as a springboard to develop a more in-depth story.



News Brief

- One to two paragraph announcement.
- Distributed to the media to announce awards, appointments, additional funding sources, new employees, new programs, etc.



Calendar Announcement

- Distributed to publicize events such as seminars and community events. Calendar announcements must be released three to four weeks before an event so that the media can publicize the event and the public has time to register.



News Advisory

- Sent out to the media to inform them about an event and encourage them to attend to cover it for their publication.



Letter to the Editor

- Released to the editorial pages of a publication as a way to share an opinion on a topic of public interest.



Call-Ins

- Typically scheduled during a two-hour period on a local television station.
- Volunteers answer phone calls from interested viewers and direct them to appropriate services.
- Station promotes the call-in on air and through their Web site.



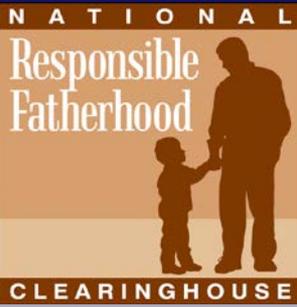
Community Columns

- Similar to a news release, these are sent to smaller community newspapers on a monthly basis.
- They are often printed verbatim.
- Topics can focus on easy activities for dads and their children to do together or advice for fathers.



Other Mediums to Consider

- Community television stations
- Funded by city governments, these stations will put commercials in their PSA reel and run them for free.
- Movie theaters
- Request that they run commercials before previews.



Other Mediums to Consider

- YourHub
- An online news resource for local communities in the following States:
 - Colorado
 - California
 - Florida
 - New York
 - Pennsylvania
 - Tennessee
 - Oklahoma
 - Texas



Other Mediums to Consider

- YourHub.com
- News stories and calendar announcements can be posted for free on the site.
- Chance for stories to be printed in weekly YourHub newspapers.



Other Mediums to Consider

- Community partnerships
- Research local events to determine if it would be appropriate to hand out materials to reach your target demographic.
- Contact local restaurants and retail stores about establishing a fatherhood night or reduced offers for dads.

Interview Tips

- Before an interview:
 - Develop a message platform.
- Learn about the reporter/producer.



Interview Tips

- Understand the reporter's need. Know the angle for the story.
- Look at the relationship with the reporter as long term.
- Know the reporter's deadline for the story.
- Understand your audience.
- Rehearse.
- Line up testimonials, if warranted.



During the Interview

- Remember that nothing is “off-the-record”.
- Be brief, concise and honest.
- KISS – Keep it short and simple.
- Highlight your expertise or service.
- Speak in terms your audience can understand.
- Use analogies.
- Provide context, facts and perspective.



During the Interview

- Find words other than no comment; explain why you can't talk about it.
- Emphasize key messages at every opportunity.
- Share your Web address or phone number.
- Stay calm. Avoid speculation. Take the high road.



On-Camera Interviews

- Dress in an appropriate manner - Avoid white or busy clothing.
- Do not look at the camera. Look at interviewer.
- If possible, don't wear tinted or reflective glasses.
- Use natural gestures and facial expressions.
- Always use appropriate body language. Avoid nodding while the interviewer speaks.

After the Interview

- Thank the reporter, producer and photographer.
- Notify your internal audience **BEFORE** the story airs.
- Follow-up with the reporter if necessary.
- Reassess, reflect and hone your messages.



Thank You!

Contact

Maggie Spain

Maggie@morethanpr.com

303-320-7790



Thank you for participating in our poll!!

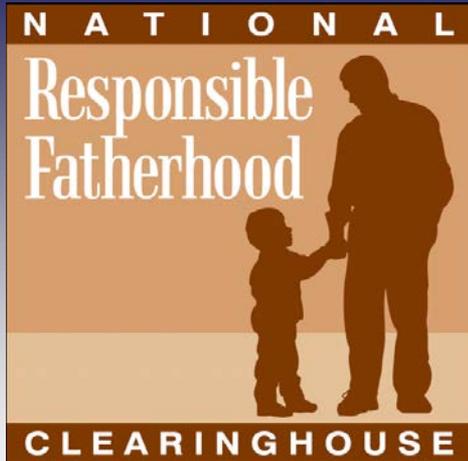
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info@fatherhood.gov

Or Call:

[1-877-4DAD411](tel:1-877-4DAD411)

Or provide your feedback to your Federal Project Officer.

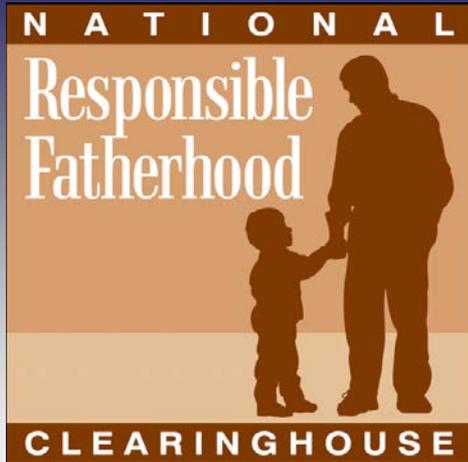


ACF Conference for Healthy Marriage and Promoting Responsible Fatherhood Grantees

August 11-13, 2008

Washington, DC

Stay tuned for more details!



Next Webinar:
June 2008

Visit us online:
www.fatherhood.gov

Reminders



If you have questions that were not addressed during this Webinar, please submit them to your Federal Project Officer.

Thank you and have a great afternoon!