

fig&sass

story | culture | strategy



YOUTH CALIFORNIA

Working with the Media
March 28th, 2023

Welcome



Michaela



Meredith



Introductions

Please drop into the chat and share:

- Name
- Organization
- Location
- What is the main place you get your news?



Communications Series with Fig + Sass

90 Minute Training Webinars

Communicate the Change
January

Messages That Move
February

Working with Media
Today!

Digital Engagement
April 25th

The Power of Story
May TBD

60 Minute Technical Assistance Workshops

- Small group, hands-on workshop that customize webinar learnings for your organization + context
- Fig + Sass coaching and peer workshopping of your work-in-progress
- Offered at multiple times following each webinar



Today's Agenda

- Welcome & Introductions
- Review and Warm Up Activity
- Hone your Strategy- Working with media
- Activity: Media Worksheet Part I
- Earning Media Coverage
- Activity: Media Worksheet Part II & III
- Media Strategies to Consider
- Discussion, Wrap up, and Closing



Review: Strategic Communications

Start with your Goal



- What do you want to achieve?
- The SMARTer the better:
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time-bound

Determine your Audience



- Who are the specific people without whom you cannot achieve your goal?

Target your Audience



- What do they care about?
- What could be their blocks?
- Who influences them?
- Where do they get their information?
- Who will they identify with?
- What frameworks do they have?
- What are they feeling when they interact with your content?
- What do they need to feel to take the action you need?



Review: Where does the media fit?

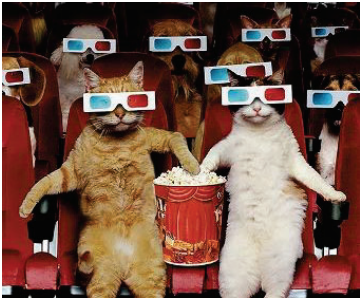
Start with your Goal



Secure enough votes to pass a bill in Sacramento



Determine your Audience



Legislators and their staffers



Target your Audience



Op-Ed in the Sacramento Bee, pitching Capitol Weekly, Rough and Tumble, etc.



Review: Where does the media fit?

Start with your Goal



Activate voters to pass a referendum on an upcoming ballot



Determine your Audience



Progressive and moderate likely voters



Target your Audience



Radio
Television/News
Online News
Outlets



Warm Up Activity: What headline do you want to wake up to?

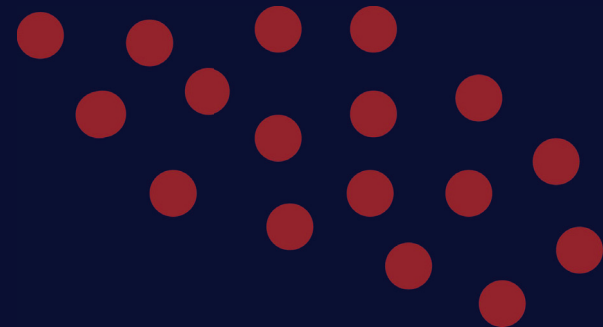


Working in small group of 2-3:

- Think of a program goal or campaign that your organization is working towards within the next 3 months.
- Target Audience: Who do you need to activate, persuade or neutralize to meet your goal?
- What headline do you feel would activate your audiences around your issue, campaign, or political agenda.



Hone your Strategy – Traditional Media



Hone Your Strategy- What is Earned Media?

media relations
blogger relations
Influencer relations



- Television
- Newspapers
- Online outlets
- Radio
- Magazines
- Blogs
- Podcasts

EARNED

PAID

advertising
banner ads
Google AdWords

OWNED

SHARED

website
blog
content

social media
word of mouth
referrals



Hone Your Strategy- Is Media Strategic?



What are you trying to do?



- Influence decision makers
- Public education and awareness
- Shifting narratives on your issue/s
- Promoting an event, program, policy, or campaign
- Advocacy
- Sharing thought leadership
- Position your organization as an expert

- Media coverage
- Reaching the “general public”
- Fundraising (most of the time)



Hone Your Strategy- Is Earned Media Strategic?

- Is traditional media outreach a **strategic** way to connect with your target audience/s?
 - Learn where your audience gets their news via Pew and other online databases
 - Note: Young people (as an audience) rarely engage with traditional media as a primary source outside of youth-created outlets
 - The media isn't usually your audience, they are a tactic to reach your target audience

Target Your Audience



Hone Your Strategy- Is Earned Media Strategic?

- Does what you have to share pass the **newsworthy** test?
- Do you have **capacity** for an earned media strategy?
- Do you have **spokespeople** ready and willing to speak with the media?
- Will media coverage help you achieve your **goals**? Are there any risks that media coverage could hinder them?



Does it pass the newsworthy test?

- Is timely
- Presents new information – something that's never been said (but not too new)
- Involves a newsmaker, public figure, celebrity, or well-known group
- Is unusual or ironic (Man Bites Dog); Has “strange bedfellows”
- Has a human interest angle
- Has good visuals
- Is centered around an important event
- Affects a large number of people
- Is a variation on a popular theme
- Localizes the national; Local story that points to national trend
- Involves conflict or controversy
- Can get traction on social media



Hone Your Strategy- Which Tactics Should You Choose?



- Which outlets are the best place to reach your target audience?
- What assets- stories, data, visuals- do you have to offer?
- What press materials are needed?
- Organic vs Earned
- Editorial vs Reported
- Which media tactics work well with the other elements of your strategy?



Hone Your Strategy- Individual Activity

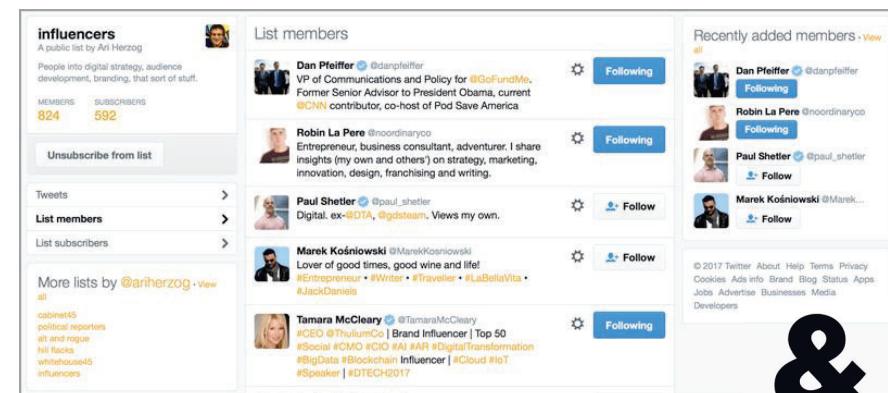
Start your media strategy worksheet.

Fill out Part One



Build a Foundation- Media Monitoring

- Who are the **main reporters** covering this issue?
- What are some of the **dominant messages** around this issue? What **frames** and **messengers** are being used/left out?
- **Who else** is active on this issue? How might our efforts align or complement one another?
- What **patterns** do you notice in terms of coverage and gaps?
- Where are there **openings or hooks** for your organization or issue?



Build a Foundation- Media Monitoring



Identify Journalists who:

- Are influential
- Cover your key issues
- Follow your organization
- May be interested in your viewpoint
- Have written accurate and strong pieces
- Are on a beat that matches your issue/s



Build a Foundation- Maintain a Media List

▼ fx First Name					
A	B	C	D	E	
First Name	Last Name	Outlet	Role	Beat	Location
Justin	Green	Axios	Deputy Managing Editor	Business; General Assignment News; Information Technology Industry; Media Industry; Politics	Arlington
Mike	Allen	Axios	Co-founder	Business; Politics	Arlington
Spencer	Bokat-Lindell	New York Times, The	Opinion Editor		Arlington
Mike	Zapler	POLITICO	Deputy Managing Editor	Politics; US Congress	Arlington
Jim	Slusher	Daily Herald - Cook County	Deputy Managing Editor, Opinion Page	Editorial Page	Arlington Heigh
Andre	Jackson	Atlanta Journal-Constitution, The	Editorial Page Editor	Editorial Page	Atlanta
Richard	Galant	CNN	Managing Editor, Opinion	Editorial Page	Atlanta
Anna	Simonton	Scalawag	Editor	the south, southern "left"	Atlanta
Emanuella	Grinberg	Court TV	Field Producer	Crime, Justice, Intersectionality	Atlanta, GA
Antonio	Cantu			TX/State issues	Austin TX
Tracy	Loeffelholz Dunn	YES! Online	Editorial & Creative Director	Politics	Bainbridge Islar
Jim	Braun	Bakersfield Californian	Associate Opinion Editor	Editorial Page	Bakersfield
Jenifer	Morgan	Stanford Social Innovation Review (Digital)	Senior Digital Editor	Social innovation	Bay Area
Justine	Drennan	Stanford Social Innovation Review (Print)	Editorial Assistant	Social innovation	Bay Area
Michael	Slind	Stanford Social Innovation Review (Print)	Senior Editor	Social innovation	Bay Area



Build a Foundation- Cultivate Relationships

Good Relationships
Don't Just Happen.
They Take
Time, Patience,
And Two People
Who Truly Want To Be
Together.

- Reporters are people too.
- Media relationships take time- persistence is key.
- Follow reporters you'd like to cultivate.
- Continue to share news and information. Be a reliable, trustworthy resource.
- Promote their coverage even if it doesn't include you.
- Understand the impact of COVID and the economy on reporters and newsrooms



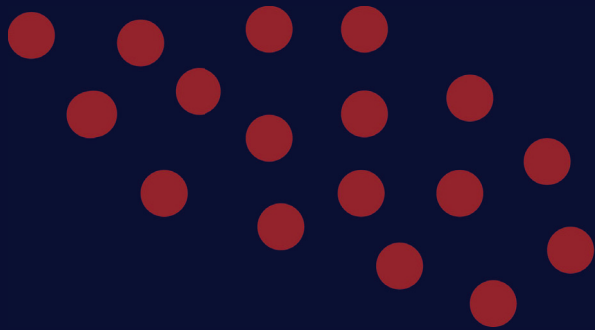
Build a Foundation- Prep Ahead of Time



- Ongoing media and spokesperson training can help your team be ready whenever media opportunities arise.
- Do you have quotes, photos, data, or other assets ready to share?
- Do you have talking points or soundbites ready for your spokespeople?



Earn Media Coverage



Earn Media Coverage- Identify your Hook



- Breaking and trending news
 - Includes news and pop culture
- Timeliness and urgency
- Impact on readers/viewers
- Prominence (big names to interview or feature)
- Localize a national story
- Nationalize a local story
- Firsts or something new (new data, new policy, new program, etc.)
- Tell 'another' side of the story



Earn Media Coverage- Identify your Hook

Plastic Surgery Practice in Chicago Launches New Website

For immediate release: Nonprofit organizations create new coalition to address education issues

Raw Idea

Entekra to build new factory in Ireland



Raw Idea + Detail

\$55 million investment to create 100 high skilled jobs in Monaghan-based Entekra.

Look at your news idea and ask:

- Is it news? (see slide 15)
 - What would the headline be?
 - Will this matter to the audience?
- Is it timely?
- Is it rare/unique/different?
- Is there a larger story to tell?
- Verifiable and reportable?



Earn Media Coverage- Who will you pitch?

Television:

Will your event have TV-friendly visuals?
Is it appropriate for cameras to be present at your event?

National Newspapers:

Does your news or event have *national* significance?

Radio and Podcast:

Is there a show that often covers your issue or features events?
Will your event have audio-friendly aspects?

Local and Regional Newspapers:

Are you trying to boost attendance at an event?
Does the outlet have a reporter who covers this 'beat'?

Magazines:

Are you prepared to pitch your story month(s) in advance?
Do you have a deeper story to tell?

Trade/Sector/Niche Outlets

Is your audience interested in a particular issue (ie criminalization, justice, immigration?)



Identify your Hook and Target Outlets- Individual Activity

Continue filling out
your media strategy

Fill out Part II and III



Earn Media Coverage- Develop Press Materials

Press Release

- Reads like a news story and could be used as an article itself
- Includes facts and quotes from spokespeople
- Starts with a headline that grabs attention and a lede sentence that points to what's most newsworthy.

Media Advisory

- Alerts media to upcoming event or action
- Provides the basics: why, who, what, when, where.
- Often written in bullet format.
- No more than 1 page
- Often sent twice: 1-2 weeks before the event, and again the day before (or early day of).



Earn Media Coverage- Make the Pitch



- **Customize** each email pitch. Reference an article they've written related to your topic, a tweet they've sent, or something else you know about their beat and their interest.
 - 79.4% of reporters say they prefer pitches by email
 - Twitter DMs are also effective for short pitches
 - Mass emails end up in the spam folder
- **Keep it short.** Cut to the chase. Make your email skimmable & easy to read. Paste your press/advisory release below the body.
- **Keep it conversational.** No long intros. Avoid jargon and statistics. Lead with a question. *"Have time to learn about...?"*
"Have you heard?"

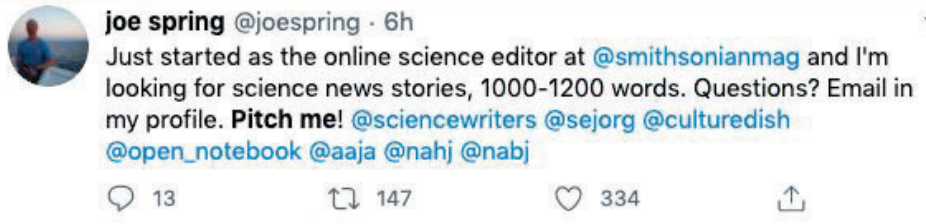


Earn Media Coverage- Reporter Relations

- Be polite and respectfully persistent but not a pest.
- A no is still a response.
- Prompt follow-up is critical
 - With interviewees, data, visuals, materials, or other information the reporter requests
- Note: What is the deadline?
 - Journalists report to an editor
- Nothing is 'off the record'
- Send a thank you and amplify coverage
- *PLEASE CHAT: Are there other ways you handle media relations?*



Earn Media Coverage- What Journalists Want



YES!

- Make it easy for them
- Exclusivity
- Engagement (Share/Retweet)
- Visuals (Event, TV)
- Respect deadlines

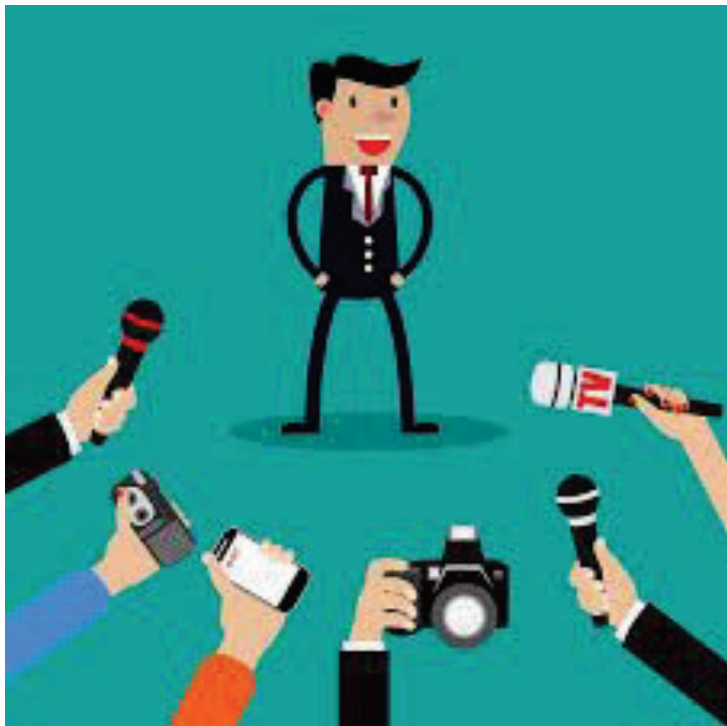


NO!

- Overwhelm with data or process
- Wing it or guess if you're not sure about the facts.
- Over-pitching
- Typos or mistakes in materials and pitches



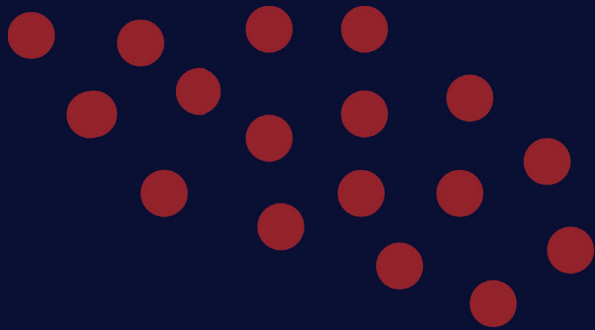
Earn Media Coverage- Tips for Success



- Consider offering an exclusive
- Make sure your headline (and email subject line) pop but aren't too clever.
- Provide new updates or offer new information or angles when following up.
 - (Try to avoid - "just following up...")
- Engage with them on Twitter



Media Strategies to Consider



Consider Editorial Tactics



- Short (150 words) responses to coverage in an outlet
- Opportunity to tell another side, shift the narrative, or counter a piece



- Features outside voices sharing one opinion at a time
- Word count is usually around 750
- Competition for placement is up
- Pitch one outlet at a time



- Secure an endorsement or editorial from the Ed Board of an outlet



Train Your Spokespeople



Make Your Own Media



[The North Pole](#) is a political comedy web series that tackles the big issues of our time: Gentrification. Global Warming. And Gluten-Free Donuts. Written and produced by Josh Healey and Movement Generation, the show features cameos from acclaimed comedian W. Kamau Bell, rappers Mistah Fab and Boots Riley, and Black Panther hero Ericka Huggins. Absurdly funny and deadly serious at the same time, The North Pole tells the story of three best friends born and raised in North Oakland, California — locally known as The North Pole — who fight, dream, and plot hilarious schemes to remain rooted as their neighborhood becomes a hostile environment.

NUESTRA VOZ



Reclaim School Funding by Voting YES on Prop 15!

Written by Natasha Cougoule, SF Latino Giving Circle Member, 42 years



Standing Together for a Just and Inclusive California

A pledge from California philanthropic organizations: The COVID-19 public

PODCAST: ELLA'S VOICE

Ella's Voice

The official podcast of the Ella Baker Center, a nonprofit based in Oakland where everyday people organize every day to win change and build opportunities to make our communities safe, healthy and strong.



You can listen to **Ella's Voice** through the audio player on our website, or you can subscribe on podcast platforms like **Apple Podcasts**, **Spotify**, **Stitcher** and **Deezer**.

LATEST EPISODE

Housing is a Human Right
Housing segregation, displacement and the criminalization of the homeless was already a crisis in Oakland before the COVID-19 pandemic. Angelo Sandoval (Ella Baker Center Sr. Organizer and

Original content
(IGTV, Video,
YouTube, Art)

Blogs

Podcasts and
radio shows &

Amplify and Repurpose your Coverage

San Francisco Chronicle

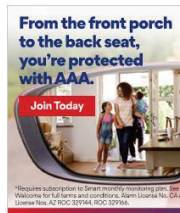
BAY AREA // JUSTIN PHILLIPS

Who are the Bay Area's future social justice leaders? The search is under way



Justin Phillips

Aug. 28, 2022 | Updated: Aug. 28, 2022 5:33 p.m.



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ellabakercenter 🙄🗣️💪 Check out this article from @sfchronicle that features our very own EBC Executive director and social justice leader Marlene Sanchez! @marmar_sanchezr123

"The opposition and the far right — we know they're strong and pour resources into having leaders in their movements," Sanchez said. "We have to do that but in a different way. ... And that takes time and commitment."

FULL ARTICLE LINK IN BIO!

<https://www.sfchronicle.com/bayarea/justinphillips/article/future-social-justice-leaders-17401110.php#photo-22860240>

27w



Discussion



- What questions are coming up?
- What other tips or tools do you have for media?



Next Steps & Closing

COMING ATTRACTIONS

- Media Strategy Workshops this week!
 - Talk through your strategy- why and which media to pursue?
 - Work on press materials
 - Discuss questions, challenges, and opportunities
- Next Session: Digital Engagement- April 25th
 - Meet our partner Meena Hussain
 - Digital strategy- where to be and why
 - Cultivating + engaging audiences
 - Content development + editorial calendars



**THANK
YOU!**

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fig&sass