

Working with the Local Media

Presented by

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Goals for Today

Batesville ▶ Helena/West Helena ▶ Little Rock ▶ Harrison ▶ Magnolia ▶ Faulkner, Dallas, Mississippi Counties

1. Understand the changing media landscape
2. Avoid common communication pitfalls
3. Messaging fundamentals
4. Give you some tools:
 - Home Base Messages
 - Message Maps



Me**

PR Queen + Working with the media for 22 years

The Communications Group
Arkansas Children's Hospital
Doctor's Hospital
American Cancer Society
United Way
Southwestern Bell

Accredited by the Public Relations Society of America
International Association of Business Communicators

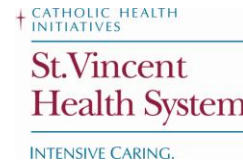
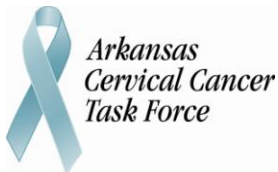
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The Communications Group Health Marketing Specialists



Arkansas Department of Health
Keeping Your Hometown Healthy



Understanding the Changing Media Landscape

Traditional media is struggling – but not dead yet

Media is socialized, more democratic, occasionally anarchistic

The consumer is wading through piles and piles of information

Signal to noise ratio - lots of “noise”

Reporters

Newspapers: OLD

- Seasoned journalist
- Covered a beat - specialist
- In at 8 a.m.
- Make calls, take calls
- Write
- File story by 4 p.m.
- Repeat

Newspapers: NEW

- Bottom of the food chain
- Few staff
- Low pay, long hours
- Extra assignments, multiple shifts
- Working from home online by 7 a.m.
- Posted on blog, took photo, covered an event, tweeted, filed a story by 8 p.m.

Reporters – Evening News

TV: OLD

- 1 p.m. – 10 p.m.
- Worked in teams – seasoned reporter + photographer
- 1 – 2 p.m. - Assignment meeting
- 2 – 5 p.m. – In the field reporting
- 5 p.m. – Editing
- **6 p.m. - News**
- 7 p.m. – Re-edit/update story
- **10 p.m. – News**

TV: NEW

- May work morning shift and p.m. shift
- Morning show producer may also be reporting for p.m. newscast
- Weekend producers may also serve as assignment editors
- Fewer staff, younger reporters, less experience in the market
- Monitoring scanner
- Monitoring competitors
- Looking for the “bleeder”
- Hard news focus
- Stressed out, maxed out, high turnover

In a Nuthell: Media

Young & Inexperienced

Pissed off

Overworked

Multi-tasking generalists

Opportunities for You

Topic experts – become the “go-to” resource

Historical perspective

Package your story

Do your own thing



9 Most Common Communication Pitfalls

#1. Communicating without saying anything actionable

Solution: A written plan

Make communication **actionable**

Outlining the problem vs. giving people solutions

Ask people to do something

Increase, Decrease, Maintain

The screenshot shows a news article from HarrisonDaily.com. The main headline is "State plans child obesity fight Foundation picks Arkansas for studies, pilot programs". The byline is "by CAROLYNE PARK ARKANSAS DEMOCRAT-GAZETTE" and the publication is "Arkansas Democrat-Gazette (Little Rock)". The date is "Sunday, January 17 2010". The article text is partially visible, mentioning that the effort started in April 2007 and aims to "reverse the epidemic of childhood obesity in the United States by 2015." There are also some navigation links and a "Diet for Overweight Child" link visible at the bottom of the article preview.

#2. Trying to Communicate Everything to Everyone

Solution: Prioritize

Develop your plan

Focus — pick 1 or 2 priority messages

#3. Not Staying on Message

Solution: Develop a Home Base Message*

Say the same thing over and over...and over and over...and over and over again. Lather. Rinse. Repeat.

Do not confuse “telling your story” with getting people to care or motivating them to action

**Home Base Worksheet Available*



#4. Not matching the objective to the medium

Solution: Build a Message Map**

Don't pick the medium first

***Message Map worksheet available*

#5. Not being realistic about timeframes

Solution: Include timelines in your plan

Match your objectives to your marketplace and mediums

Social media and new media are not “free” – they require lots of somebody’s time

#6. Being naïve about time required

Solution: Delegate

Hire, delegate, get an intern, Americorps, consultant

Social media and new media are not “free” – they require lots of somebody’s time

You cannot do it all yourself

#7. Failing to budget

Solution: Assign every task a dollar, time or resource figure

Be prepared to pare down your plan accordingly

That's okay

#8. Relying on others to tell your story

Solution: use the tools that are in the communication tool kit – traditional and new

The Communication Toolkit

- YouTube
- Facebook
- Twitter/microblogging
- Flickr
- Blogs
- Constant Contact
- E-blasts
- E-mail
- LinkedIn
- Wikipedia
- News release
- Media brief
- Pitch letter
- Phone pitch
- Deskside briefing
- Media kit – hard & soft copy
- Community event
- Awards
Program/Recognition
- Lunch
- News conference**



**Use like red-hot chili peppers – extremely sparingly

Not waiting on others to tell their story



twitter Home F

 **jasminmoore**

✓ Following

will be attending the NLR Mayor's Youth Council meeting tonight to



facebook Search

HEALTH in Columbia County We'll be tweeting from the Growing H
Rockefeller Institute Follow the conference on twitter using the #ARobesity has

Wall Info Photos Boxes Events Notes

Write something...

Attach: 

HEALTH in Columbia County

"Zonya's Health Bites" star will speak in Magnolia
Nationally known dietitian and speaker Zonya Foco is coming to Magnolia to pro
with practical methods and resources to become healthy role models for children
By: Magnolia Reporter

The HEALTH Coalition mission is to

Kimberly Keith, MED, LPC

on children, communities, and complexity

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INSPIRATION

Five ways to shape the soul of the Internet – Alexandra Samuel

How Twitter Can Make You A Better (and Happier) Person – Tony Hsieh

Making a Case for Social Media – Gwynne Kostin

Q & A on Social Marketing – Alexandra Rampy

Social Marketing/Communication Discussions at Social Edge

The Ultimate Guide for

Town Hall Meeting 2009

May 1, 2009 in [Uncategorized](#) | [Leave a comment](#)

The Town Hall Project on Underage Drinking "Using Social Media to Our Kids"

[Goals of the Project](#)

[Social Media Tools](#)

Facebook Page: [HEALTH in Columbia County](#)

Facebook Note: [Parent's Pledge to Prevent Teen Drug and Alcohol Us](#)

WordPress Blog: [Tips for Parents to Prevent Teen Drug and Alcohol U](#)

Fun Interactive: [Safe Teen Party Pack Contest](#)

#9. Failure to build & nurture media relationships

Solution: Once a month contact

Lunch

Phone calls

E-mails

Recognize their work

9 Most Common Communication Pitfalls

1. Communicating without saying anything actionable
2. Trying to communicate everything to everyone
3. Not staying on message
4. Not matching the objective to the medium
5. Not being realistic about timeframes
6. Being naïve about the time required
7. Failing to budget
8. Relying on others to tell your story
9. Failing to build and nurture media relationships

Tools

Home Base Messaging

Message Mapping

Home Base Messaging

- Simple and easy to use
- Helps keep you on message





Home Base Messaging:

1. **Home Base**
2. Proof Points
3. Evidence



HOLY
GRAIL

Part 1: Home Base

- Just like in baseball – it's where you start and finish
- Safe place
- Where you score
- Always go back there





Rules of Home Base

- **The truth**
- Short – 30 words or less
- Comfortable language
- Qualitative
- Emotional, compelling if possible
- Relevant to your audience



EXERCISE

Develop Home Base for Your Growing Healthy Community





Part 2: Proof Points

- Oh yeah? Prove it.
- Provide proof or positive support for your Home Base



EXERCISE

Develop at least two Proof Points for your community's Home Base message





Part 3: Evidence

- Very specific
- Hard facts
- Irrefutable
- Stats, numbers, measures, times



EXERCISE

Develop at one Evidence statement to support your two Proof Points





Home Base Messaging RECAP

- Home Base
- Proof Points
- Evidence



2





Home Base Tip:

In most cases, your Home Base message will reflect a concern for your customer or stakeholder and how you are helping them.



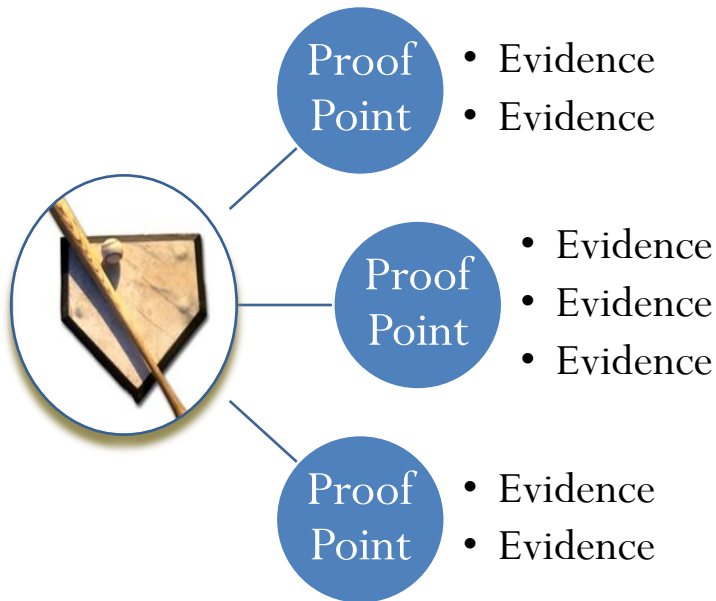
“There’s no place like home.” – Dorothy from the Wizard of Oz



Home Base Examples

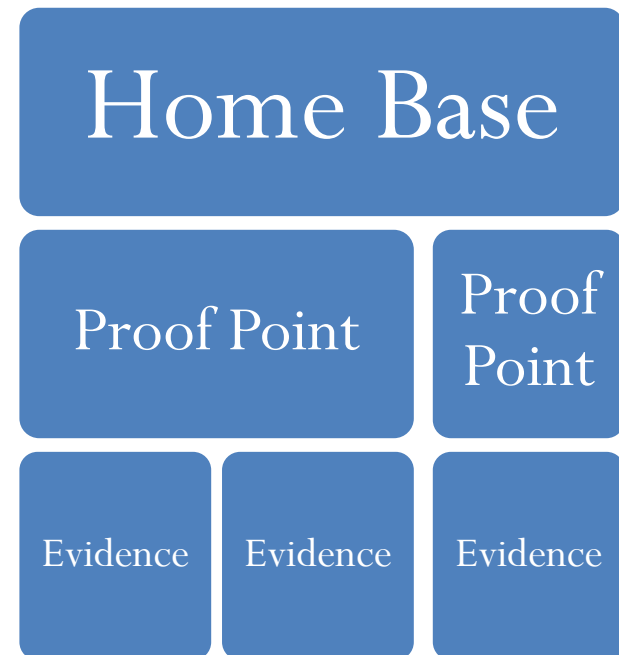
Hub and Spoke

- More visual
- For right brain people



Grid

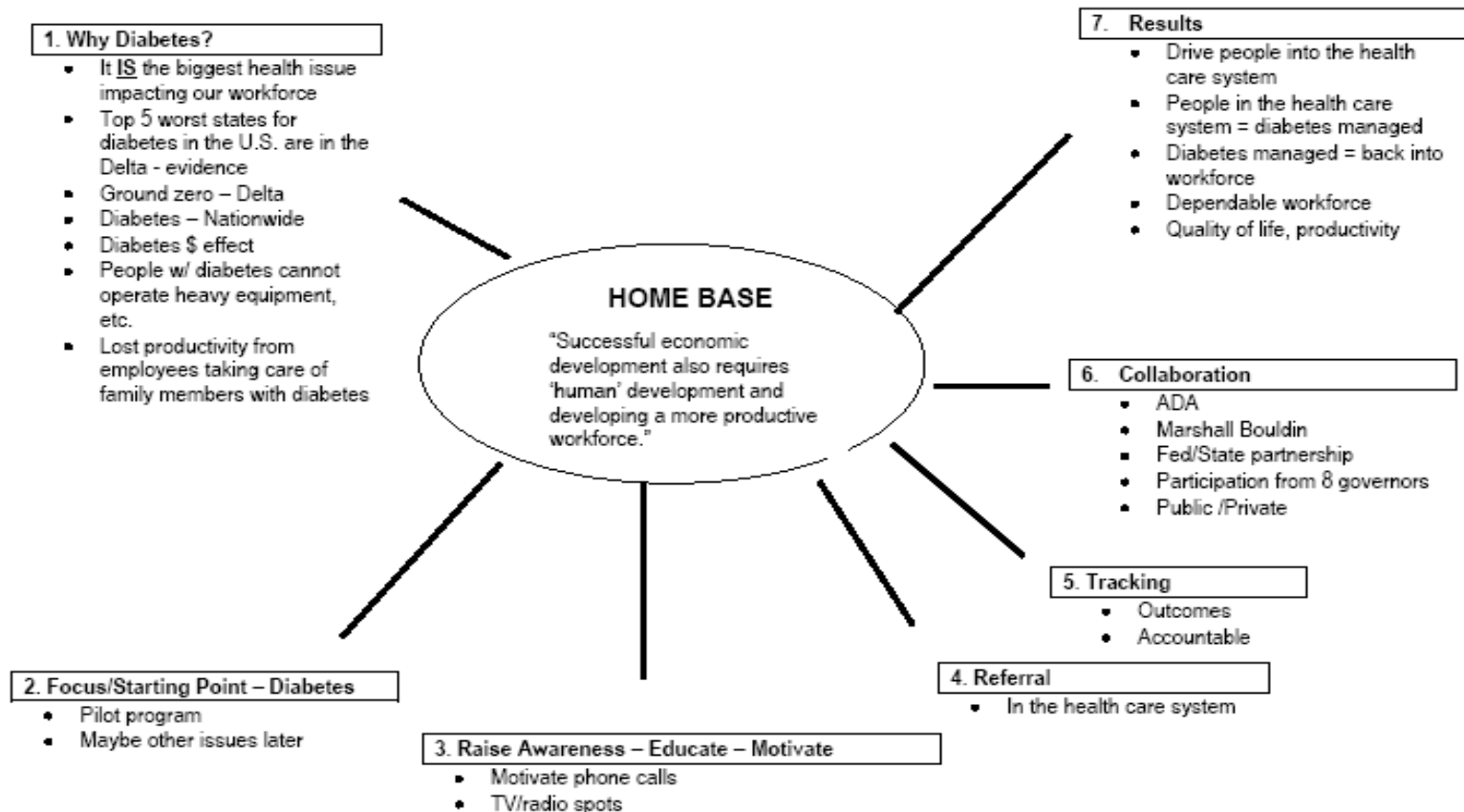
- More structured
- For left brain people



Hub and Spoke Home Base

Message Map

Client: Delta Regional Authority
Topic: Healthy Delta



Home Base Grid

Home Base			
Texas Gas plans to build an interstate natural gas pipeline that will go through eight counties in Arkansas to move natural gas from the Fayetteville Shale to market.			
Proof Point	We have a history of <u>excellent landowner relations.</u>	Our pipeline design and construction is <u>sensitive to community and environment concerns.</u>	<u>Safety is our first priority.</u>
Evidence	<ul style="list-style-type: none"> • During construction, we work closely with landowners to address each landowner's concern individually. • We have a brochure that details the guidelines for pipeline easements. If you visit our Web site, you can get all of the specifics. • Texas Gas holds right of way for 15,000 parcels of land - more than 99% were obtained through negotiations with landowners. • We ask permission before going on private property. • We listen to landowners' concerns. • We are accessible 24 hrs a day. • We offer fair market value for right-of way easements. • Our construction practices minimize disruption. • Land is returned as close to original condition as possible. • Our land representatives follow up with landowners before, during and after the construction process. 	<ul style="list-style-type: none"> • We have a brochure that details the guidelines for pipeline easements. If you visit our Web site, you can get all of the specifics. • In order to minimize environmental impact, we conduct environmental impact studies <u>before</u> proposing routes. • Our route follows existing utility corridors where possible. • We listen to landowners' environmental concerns about routes. • Our routes are typically away from populated communities. • We avoid protected waterways. • We keep tree-cutting to a minimum. • We work with federal and state agencies to protect and restore the environment. • We participate in erosion control projects. • We work with wildlife agencies to support wildlife preservation efforts. Including agencies like Arkansas Game and Fish, Audubon Arkansas and the Nature Conservancy. 	<ul style="list-style-type: none"> • We have an excellent safety record. In the last five years, we have had no major safety incidents. • We have well-designed, maintained pipelines. • When the pipeline construction is completed, our major concern is for the safety of the community and the landowner. • We conduct regular safety tests on our lines. • We conduct aerial patrols of the pipeline weekly (more frequently in urban areas). • Our pipeline is walked once a year to check for irregularities. • We have a 10-year management pipeline integrity plan that was implemented in 2003. • Our employees are trained to manage emergencies.
Proof Point	We have <u>good regulatory relationships.</u>	<u>Community service is a company value.</u>	Texas Gas is the <u>"moving van" that takes natural gas to market.</u>
Evidence	<ul style="list-style-type: none"> • We are regulated by FERC – the Federal Energy Commission & the Pipeline and Hazardous Materials Safety Administration. • We have a track record of good relationships with federal, state and local agencies. • Our company has departments dedicate solely to federal and environmental compliance. • We get and maintain all federal, state and local permits for construction, maintenance and safety. • We work with regulatory agencies to minimize impact on the environment and on landowners. 	<ul style="list-style-type: none"> • We have a history of being a good corporate neighbor. • We encourage employees to participate in community projects in areas where we have permanent employees. • We support local United Way agencies and charitable activities. • We work closely with local officials, fire departments and first responder agencies on pipeline safety issues. 	<ul style="list-style-type: none"> • Our pipeline will help deliver low cost sources of natural gas. • Building this pipeline helps create a market opportunity for Arkansas's natural gas reserves. • This new pipeline will provide an outlet for some of the natural gas in the Fayetteville Shale Play.

Message Mapping



