



SNAP-Ed Local Implementing Agency Forum

Join the Movement!

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Sacramento, CA



MEDIA & MESSAGING

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Learning Objectives

- Understand public relations and the benefits of conducting PR activities for your organizations
- Understand the changing media landscape and available channels to reach audiences
- Learn how to tell your story through various channels
- Learn to collaborate and plan with your county SNAP-Ed partners to leverage media opportunities



“

If I was down to my last dollar, I'd spend it on public relations.

- Bill Gates



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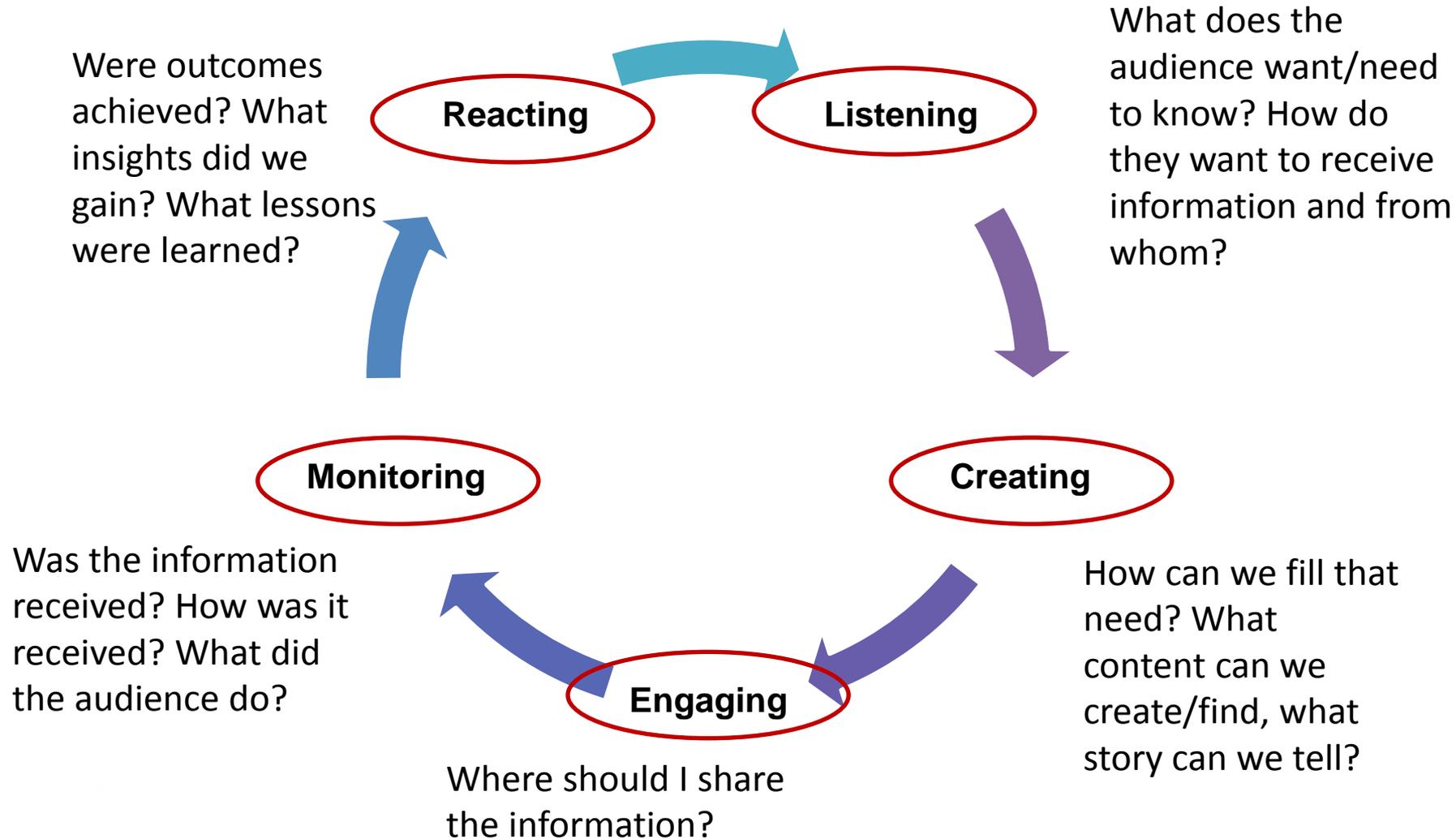
Public Relations

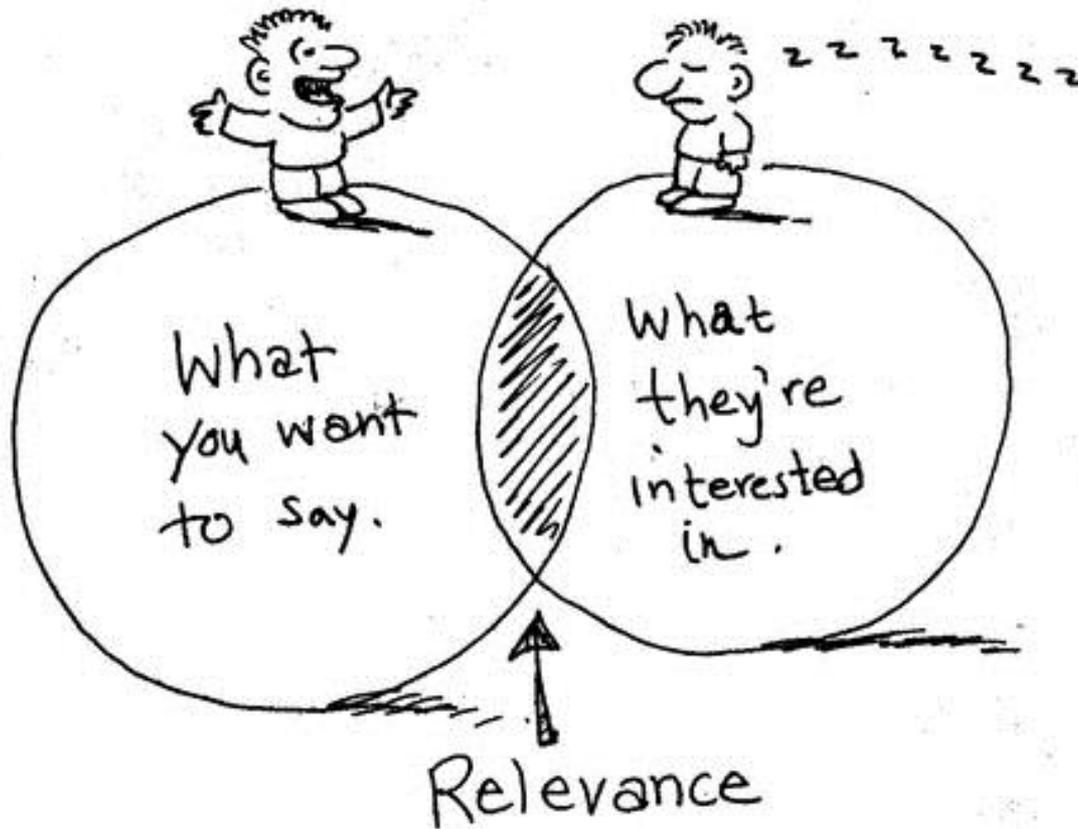
- “Public relations is a strategic communication process that builds **mutually beneficial relationships** between organizations and their publics”

- ❖ Employees
- ❖ Board
- ❖ Partners
- ❖ ?
- ❖ Volunteers
- ❖ Community
- ❖ Donors
- ❖ Consumers
- ❖ Stakeholders
- ❖ Sponsors
- ❖ Members
- ❖ Policymakers
- ❖ Media



Relationship Building





Listening

- What does my audience know?
- What are they interested in?
- What matters to them?
- How do they receive information?
- How do they prefer to be communicated with?
- Who do they want to hear information from?



Creating

What?

When?

Where?

Who?

Why?



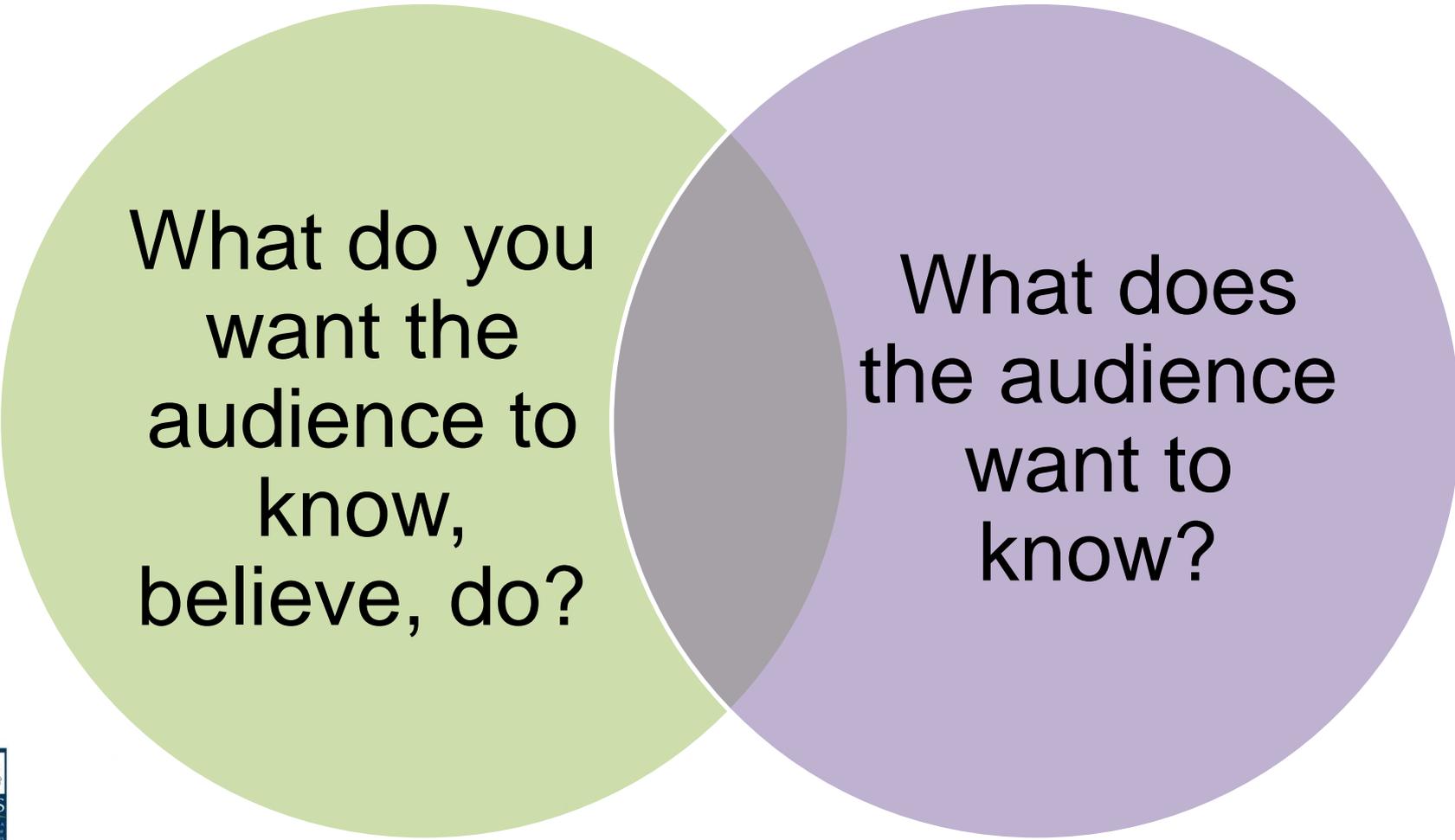
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What is News?

- New information the public needs/wants to know
- New angle/perspective on an ongoing story
- New development on an ongoing story
- New product, service or opportunity
- New story no one has heard yet
- New ideas or inspiration
- New trend



Finding the Intersection



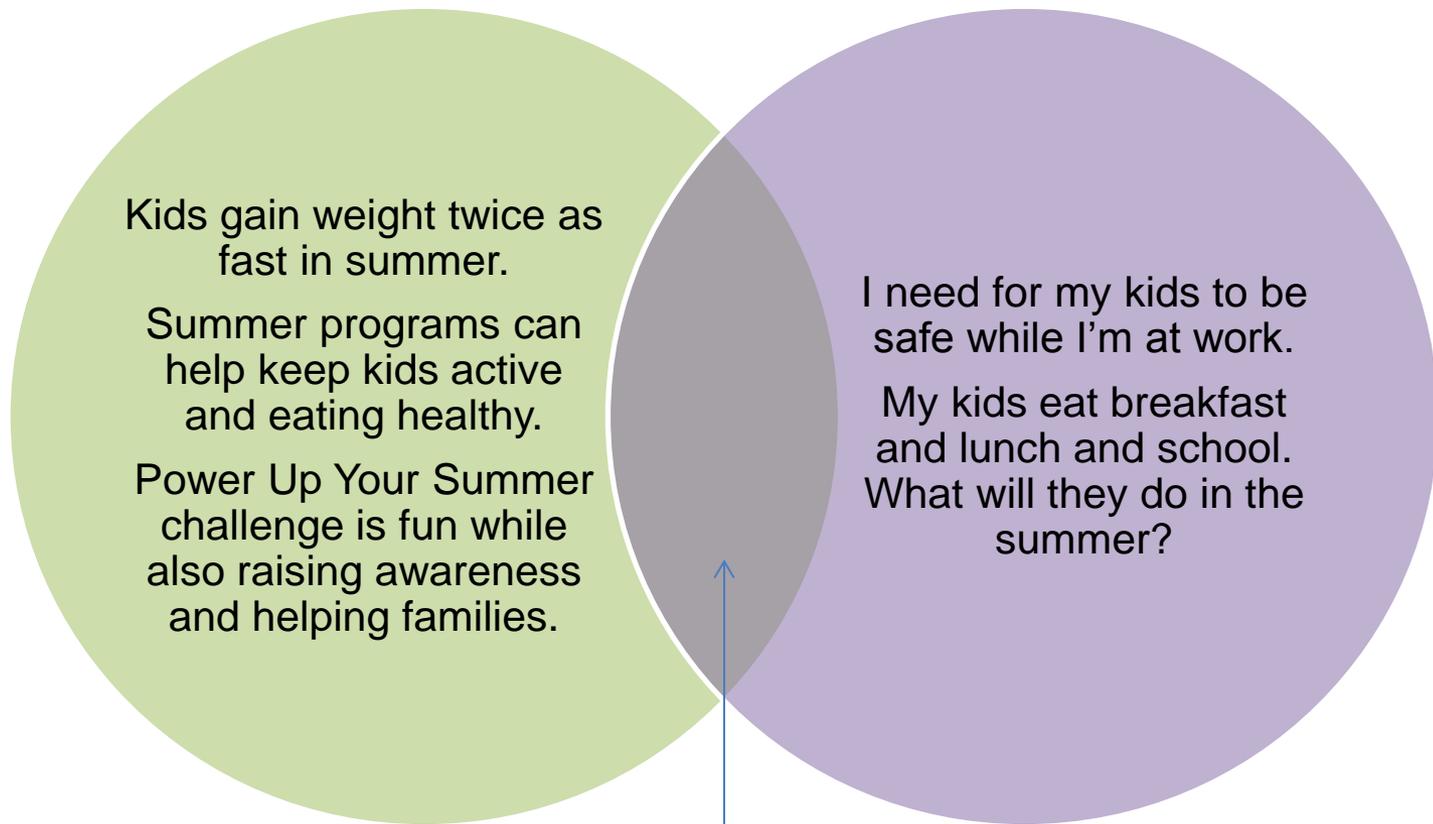
What do you want the audience to know, believe, do?

What does the audience want to know?



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Finding the Intersection



Summer programs can keep kids active and eating healthy, and are a safe place while parents work.



Key Messages

- Prioritize and organize the most important information
- Deliver the information in concise, relevant ways
- Generate interest and curiosity
- Cut through the clutter



Key Messages

Know

I want the audience to know that...

The California Champions for Change Power Play! Campaign is launching its annual “Power Up Your Summer!” Challenge. The goal of the Challenge is to encourage kids and their families to get at least 60 minutes of active play every day and eat more fruits and vegetables this summer.

Believe

I want the audience to believe that...

The battle against childhood obesity is at its height in the summer months. Studies show that kids gain weight more than twice as fast during the summer as they do during the regular school year. Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly fall into a “summer slump” of unhealthy behaviors.

Do

Based on what I've said, I want the audience to go do...

One of the best ways for parents to beat the “summer slump” in physical activity and healthy eating is to enroll their kids into a summer activity program. These programs provide scheduled play and healthy snacks as well as a safe place for children to learn and grow while parents work.



Engaging



THE CHANGING MEDIA LANDSCAPE



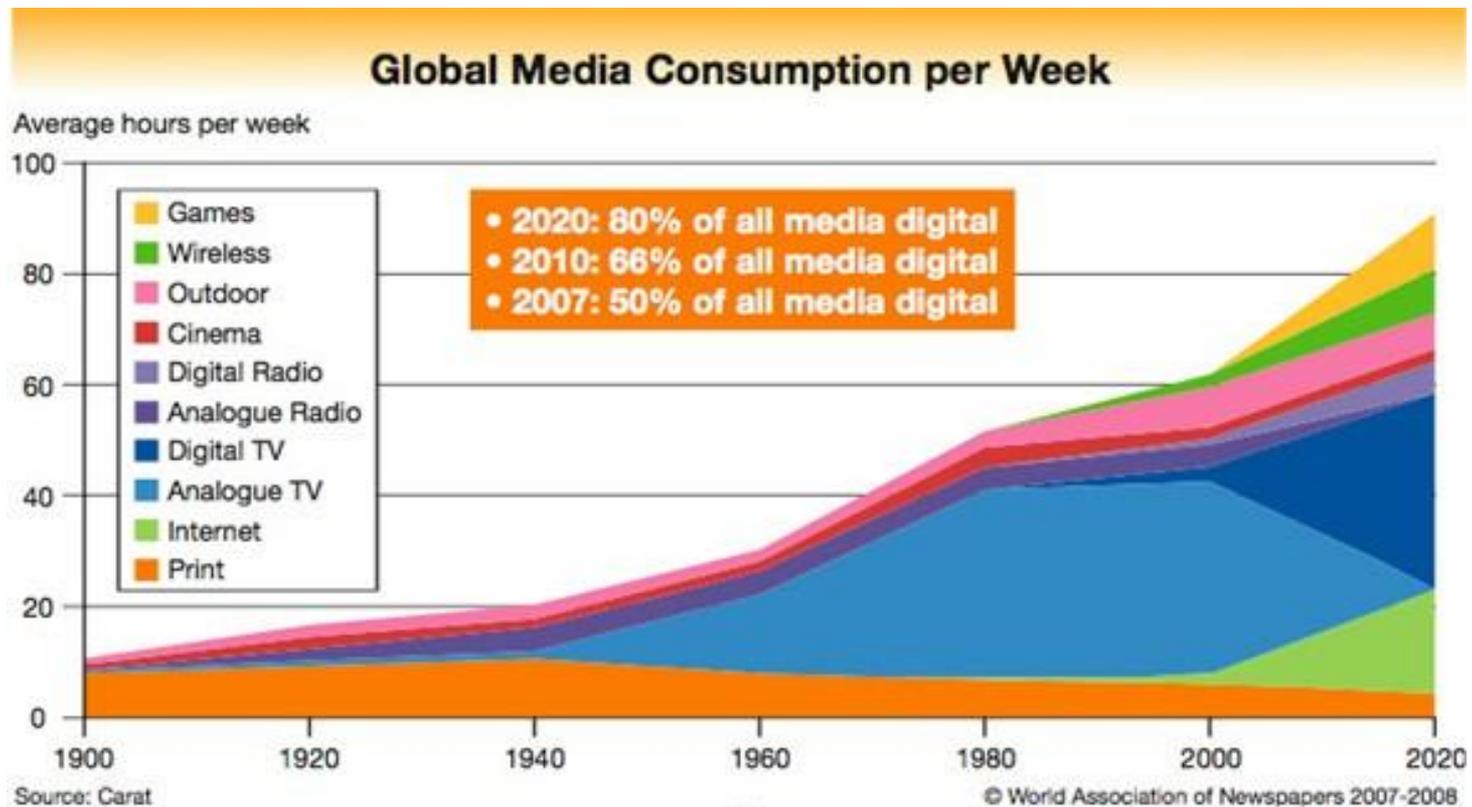
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Media Consumption Trends

- Pervasive
- Portable
- Participatory
- Personalized



Media Time is Increasing



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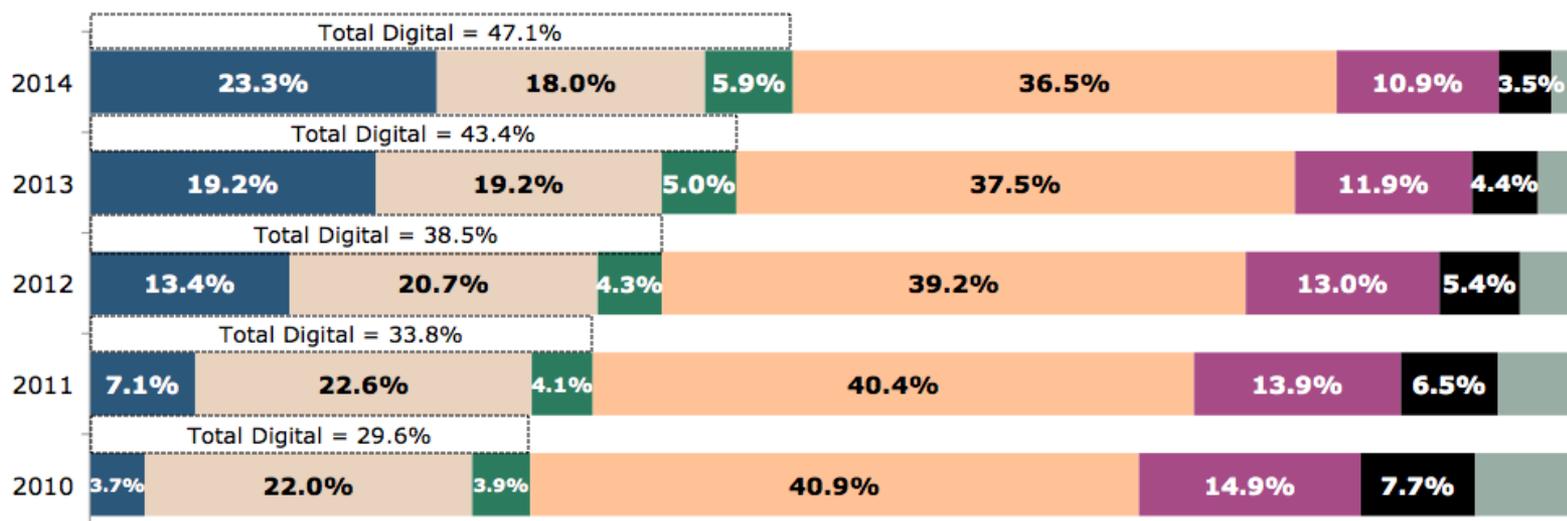
Migration to Digital Media

US Adults' Daily Consumption of Major Media

% share by medium / includes all time spent with each medium, regardless of multitasking

2010-2014

■ Digital - Mobile (non-voice) ■ Digital - Online (PC) ■ Digital - Other ■ TV ■ Radio ■ Print ■ Other



MC MARKETINGCHARTS.COM

Source: eMarketer



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Role of the News Consumer



Sharing in news
Focused attention
Broad appeal
High degree of trust

THEN & NOW

News sharing
Grazing
Niche appeal
Distrust



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Participatory Media

“If searching for news was the most important development of the last decade, sharing news may be among the most important of the next...”



<http://stateofthedia.org/2012/mobile-devices-and-news-consumption-some-good-signs-for-journalism/what-facebook-and-twitter-mean-for-news/>



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Citizen Journalism

- We help deliver the news:
 - Collect
 - Report
 - Analyze
 - Disseminate



Impact of Social Media

Pros	vs.	Cons
Immediacy 		Only 140 characters to tell the story (Twitter) 
Everyone can report news 		Inaccuracy, facts missing 
Stories disseminated quickly 		Journalistic integrity could be compromised 
Cell phones can go where some TV cameras can't, like courtrooms 		Amateur reporters putting themselves or others in harm's way to get the scoop 

<http://mashable.com/2012/04/18/social-media-and-the-news/>



Funded by SDA and NAPA, a racial and ethnic equity provider and employer.

Role of PR

- Cut through the clutter
 - Have news to share
 - Be relevant and meaningful to audiences
 - Be timely
 - Deliver through a variety of media
 - Tell *and* sell the story

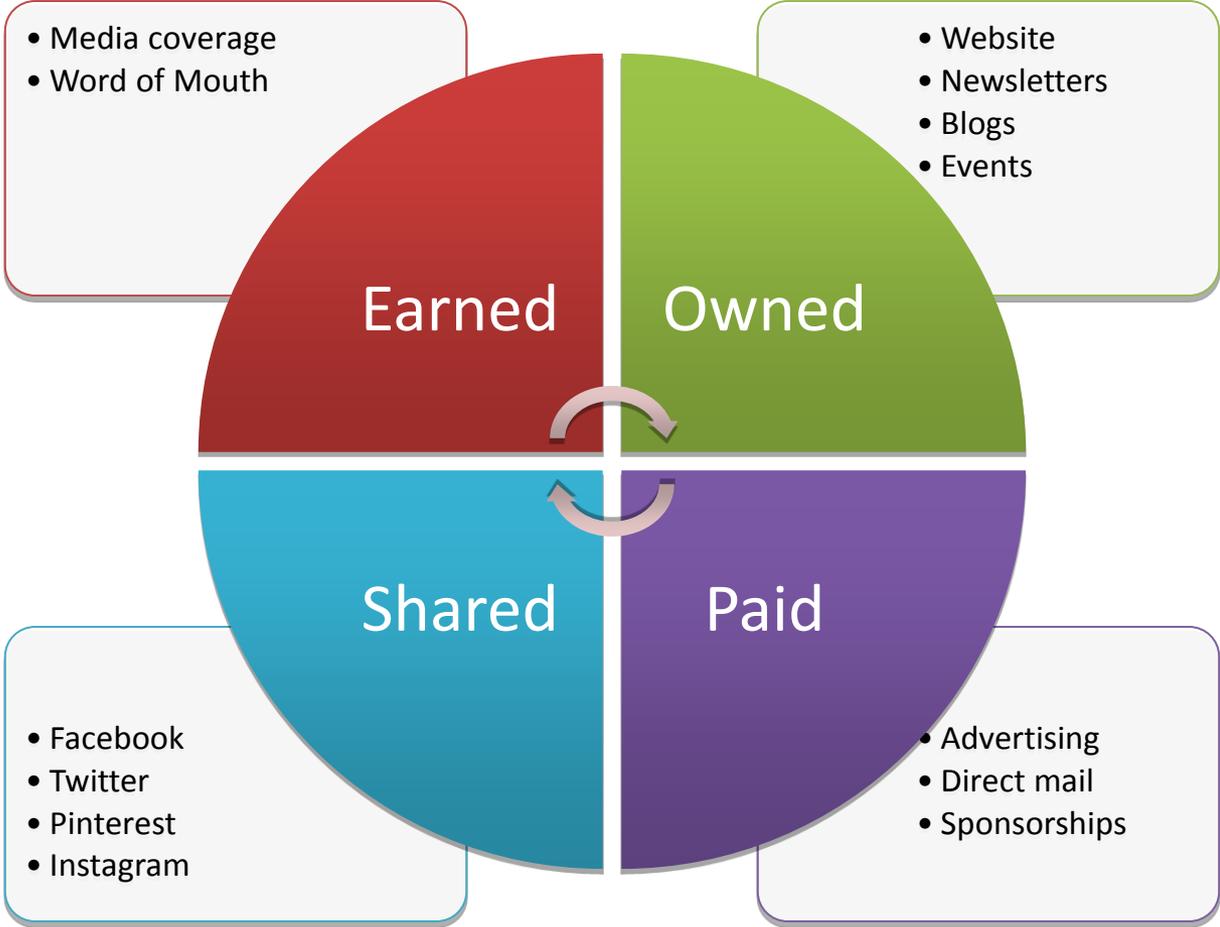


ENGAGING TODAY'S AUDIENCES



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Media Types



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Types of Media

MEDIA TYPE	EXAMPLES	BENEFITS	CHALLENGES
PAID	Advertising	Control Immediacy	Cluttered space Little trust
EARNED	Non-paid publicity gained through editorial influence	High credibility Cost efficiency	No control Can be negative
OWNED	Website Blogs Brochures	Cost Efficiency Longevity	Little trust Time consuming
SHARED	Social channels – Facebook, Twitter, IG, etc.	Authenticity Immediacy	Can lose control



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Earned Media



Know the News Media

- What is your media market?
- Who are your media targets?
 - Reporters
 - Hosts
 - Producers
 - Editors
 - Columnists
 - Bloggers
- What news do they report?
- How do they report it?
- How do they want to receive information?



What Reporters Want

- Information
- Significance
- Focus
- Context
- Faces/People
- Form
- Voice

“...If people don’t learn anything from a story, they won’t keep reading.” – Jon Marcus

“Newspapers need more real life stories about ordinary people.” – Jack Hart

<http://www.poynter.org/latest-news/top-stories/87684/nieman-narrations-tips-and-ales-from-top-storytellers/>

<http://www.pivotcomm.com/how-to/7-qualities-of-a-good-news-story-and-how-pr-professionals-can-benefit-from-knowing-them>



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News Hook

- Fresh angle on event or holiday
- Release of new information
- Localize trending story
- Unexpected twist on event or story



Existing Events

- Signature Events
 - National Public Health Week – April
 - Fruit and Veggie Fest – May
 - Black Health Awareness Month – June
 - Power Up Your Summer – July/August
 - Latino Health Awareness Month – September
 - Food Day – October



Core Media Materials

Press Release

Tells media what happened

Answers five Ws in first paragraph

Key messages weaved throughout

Inverted pyramid format

Limit to one or two pages (if possible)

Calendar Release

Invites public to attend your event

Answers five Ws for the public

Based on key messages and release

Bulleterd format

Limit to one or two paragraphs

Media Advisory

Invites media to attend your event

Answers five Ws for the media

Based on key messages and release

Bulleterd format

Limit to one page



Shared Media



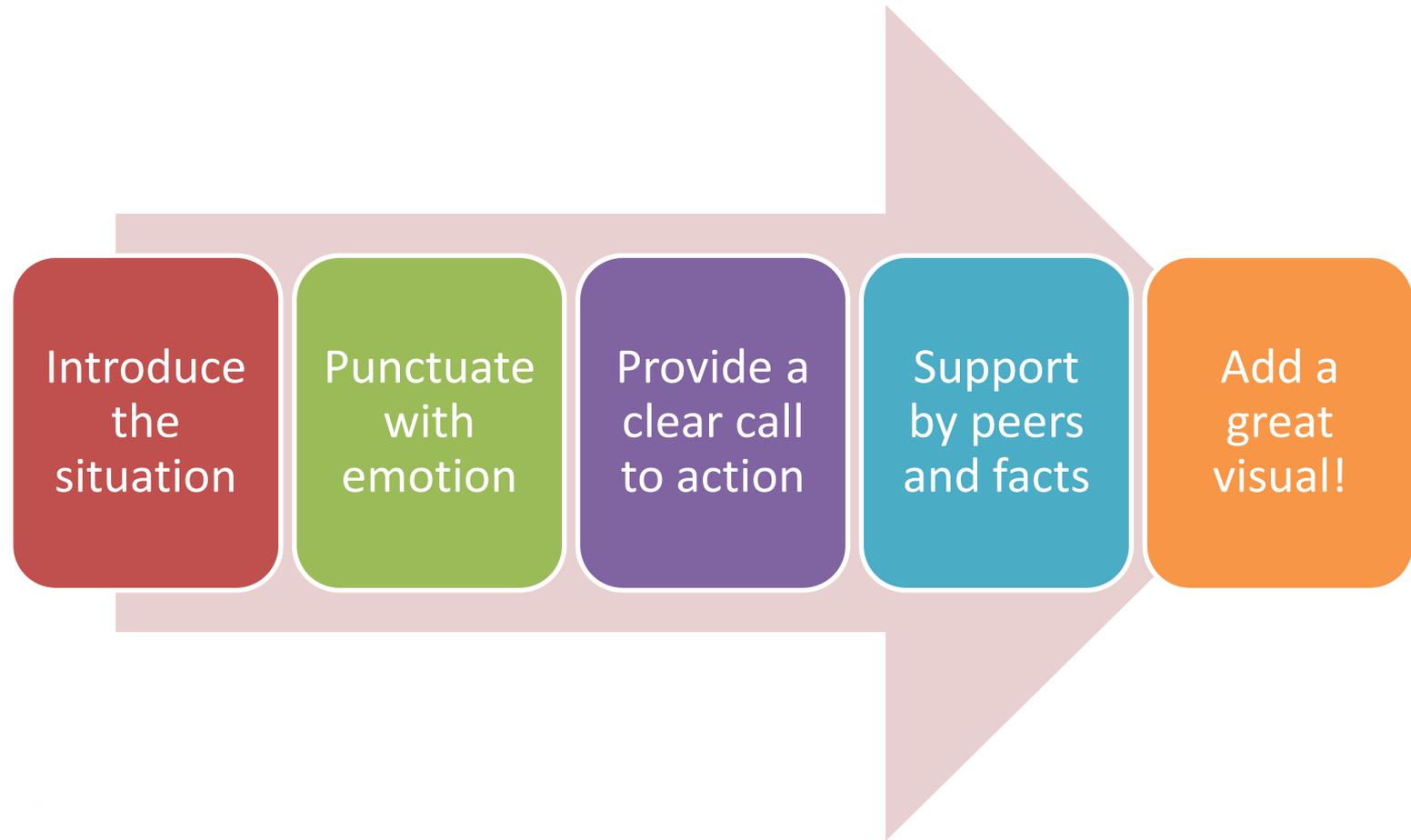
Social Media Explained

Channel	Use	Example
Twitter	Immediate	I'm picking an apple
Facebook	Informative	I like to pick apples, I went apple picking
Instagram	Visual	Here's me picking an apple
YouTube	Instructional	Here's how to pick an apple
Pinterest	Curated	Here are recipes I might make with my apples
LinkedIn	Sales	My skills include picking apples
Blog	Detail	Let me tell you about my experience apple-picking



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Shared Formula



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Facebook Tips

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- Include numbers
- Readability – 5th grade is best
- Drop adjectives and adverbs
- Add value (top, best, most, how, why)
- Appeal to human interest
- Focus on the reader
- Engagement rates: photos (72%), links (13%), text only (9%) and video (6%)
- 10 words are the most effective
- Call to action at beginning drives higher engagement

<http://www.wyliecomm.com/2010/06/get-your-share-on-facebook/>



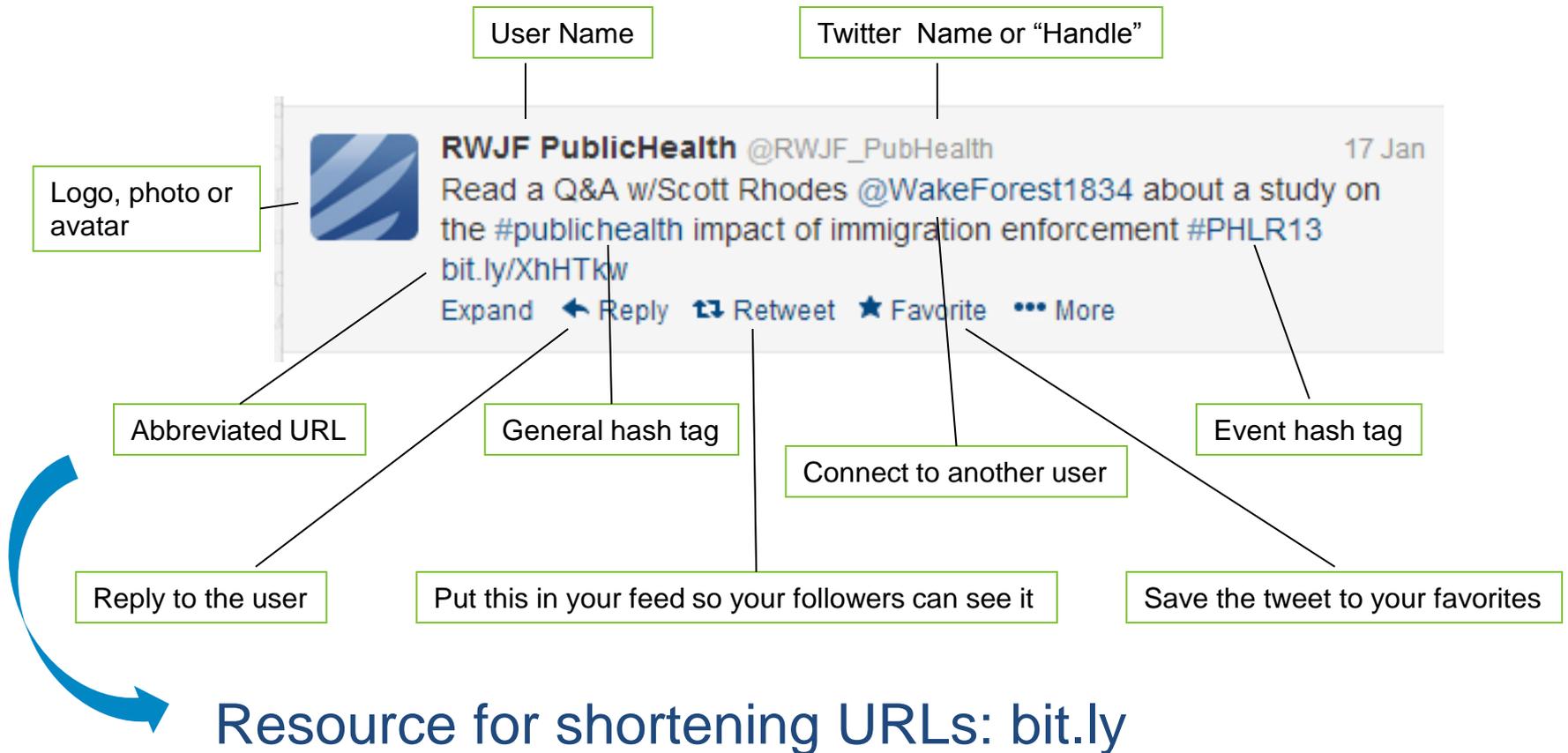
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Twitter Tips

- 140 characters (less to allow retweets)
- Readability and retweetability
- Use proper punctuation
- Offer how-to stories
- Include links
- Deliver relevant, valuable and helpful information
- Add a visual



Anatomy of a Tweet



Shareable Content



CA Champions for Change

Yesterday at 11:00am · 🌐

Make it easier for kids to get active. Ask local groups like community centers, churches, or the YMCA about low-cost or free after-school and summer programs. Work with your school to see if it will let families use their playgrounds.



The First Lady @FLOTUS · Jan 2

Year in review: 15,000 child care centers committed to teaching kids healthy habits: go.wh.gov/imz2Tp #LetsMove



👁️ 376

★ 621



[View more photos and videos](#)



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What's the Story?

- What's happening?
- What's the emotional connection for the audience?
- What's the hook?
- What is an appropriate call to action?



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Owned Media

- Channels where you control the content
 - Website
 - Blog
 - Newsletter
 - Materials
- Approach it the same as other channels
- Respond to the audiences needs



Relationship Building

Were outcomes achieved? What insights did we gain? What lessons were learned?



Listening

What does the audience want/need to know?
How do they want to receive information and from whom?



Monitoring

Was the information received? How was it received? What did the audience do?

Creating

How can we fill that need? What content can we create/find, what story can we tell?

Engaging

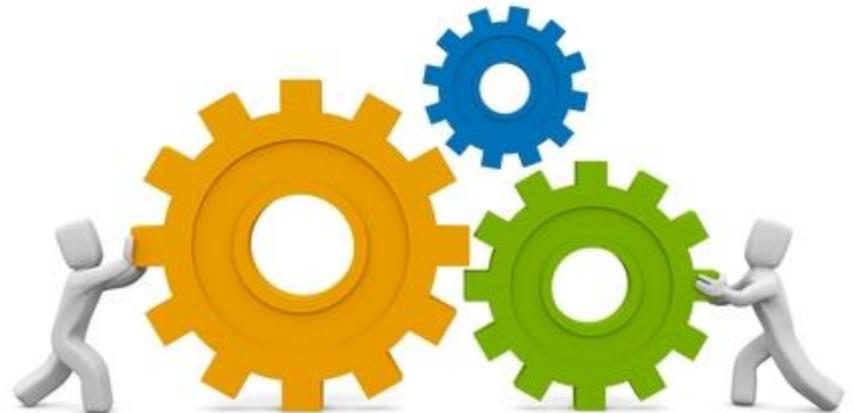
Where should I share the information?



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Better Together

- Leverage capabilities and opportunities
- Cut through the clutter
- Build stronger relationships with publics



THANK YOU!



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