



# Communications Training

# Champion Providers



**Presented by:**

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# **Skill Session One: ID and Segment Your Audience**



**People are bombarded by messages**

**Most information is ignored**

**Vital to cut through the clutter**

# Communications That Affect Change



CHANGE

- Local
- Personal
- Authentic
- Focused



# Elements of Communications



- **Know your audience**
- **Know your issue**
- **Know what you want to achieve**
- **Message appropriately**

# What Matters to Them?

- **People**
- **Partners**
- **Politicians**
- **Press**



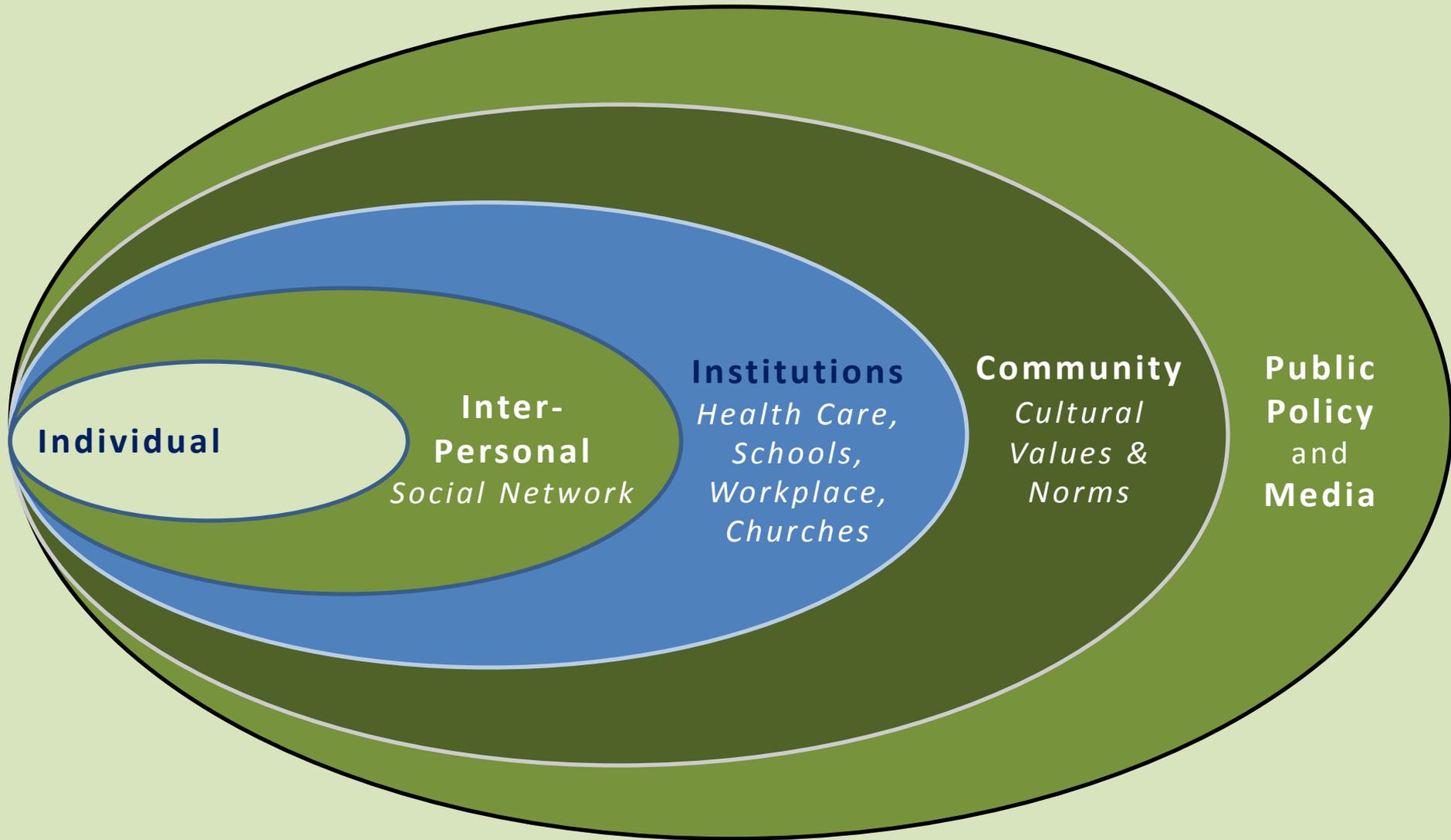
# ID and Segment Your Audience

Successful communication is predicated on knowing your audience

- **What matters to them?**
- **What is the benefit and risk?**
- **Who influences their thoughts and behaviors?**



# Social Ecological Model



# Audience Analysis Exercise

*Sample Champion Providers Dossier*

## AUDIENCE ANALYSIS EXERCISE



**MESENGER**

Pediatrician specializing in treating childhood obesity at a federally-funded clinic for low-income families

**BACKGROUND**

- High rates of obesity already showing up in young patients
- High rates of diabetes among parents
- Many parents work two low paying jobs and children are left with grandparents or babysitters
- High rates of poverty
- No safe neighborhood parks
- Children spend too much time in front of a screen and too little time being physically active
- Schools could be community recreation centers

**ISSUE TO DISCUSS**

Opening up school facilities after school hours and on weekends for neighborhood children and their families to engage in fun physical activity

**TARGET AUDIENCE: NEIGHBORHOOD SCHOOL PRINCIPAL**

**WHAT SPECIFICALLY MATTERS TO THE TARGET AUDIENCE?**

- Improved academic achievement
- Reduced absenteeism
- Increased funding
- Positive reputation of the school
- Retaining good teachers
- Being an important community asset

**ALLIES WHO CAN POSITIVELY INFLUENCE THE TARGET AUDIENCE:**

- Parents
- Children
- Parent Teacher Association
- Teachers
- School staff
- After-school program staff
- Neighborhood association
- Community-based organizations
- Neighborhood faith-based organizations
- Chamber of Commerce
- Mayor
- City Council members
- Doctors, nurses, dentists, local medical clinic

**NAYSAYERS WHO MAY UNDERMINE YOUR POSITIVE MESSAGE:**

- Unions
- Janitors
- Insurance agents
- Funders
- Police concerned about neigh-

# Exercise



- **Review dossier**
- **Identify:**
  - **What about subject motivates audience?**
  - **What might concern them?**
  - **Who are potential allies and influencers?**
- **Present to group**

# **Skill Session Two: Developing Messages that Resonate**

**Realities of  
messaging**



## Who's the Audience?

- **WHAT** – *What does your audience need to know?*
- **WHY** – *Why should they care? Emotional, fiscal, personal price*
- **ACTION** – *What should they do with the information? What ONE action do you want them to take?*

# Messaging Frame

- **What does the target audience need to know?**
  - **Key piece of information**
  - **Avoid overreaching**
  - **Specific and focused**
  - **Less is truly more**



# Why should they care?

- **The “WHY” filter**
- **How issue impacts them**
  - **Benefits**
  - **Opportunities**
  - **Risks**
- **You must win on this**



# Taking Action



- **Be measured**
- **Don't overreach**
- **Suggest a first step:**
  - **Actionable immediately**
  - **No approval needed**
- **Build on initial step**

# A Sample Message



- **WHAT**

- There are no safe places for physical activity in the ABC School neighborhood. Opening school facilities during non-school hours will encourage families to engage in physical activity.

- **WHY**

- ABC school children and their parents suffer from the highest rates of obesity in the state. Regular physical activity is essential for good health by helping control weight, reducing risk of chronic diseases, strengthening bones, and improving mental health and mood.

- **ACTION**

- Meet with parents to investigate a joint-use agreement that allows neighborhood residents to use school facilities when school is not in session.



# Governor Schwarzenegger Interview on “Meet the Press”



# Be Prepared With a Story

- **Supports message**
- **Humanizes issue**
- **Brings data to life**
- **Memorable, repeatable**
- **Inspires change**



# Exercise

- **Pods develop sample message**
- **Find your story**
- **Present message for critique**



# Skill Session Three: Working Successfully With the Media



# What Matters to Media?

- **Timely**
- **Local**
- **Significant**
- **Trendsetting**
- **Ironic**
- **Controversial**
- **Celebrity**



# Segmenting the Media

## Electronic

- News radio
- Television

## Print

- Newspaper
- Magazine
- Talk radio

## Social Media



# Radio

- **Speed**
- **Sound**
- **Concise**
- **Generalists**



# Television News

- **Images**
- **Speed**
- **Generalists**
- **Entertainment**



# Newspapers

- **Depth**
- **Multiple sources**
- **Local**
- **Images**



# Magazines

- **Depth**
- **Images**
- **Timeless angle**
- **Specialists**
- **Know their audiences**



# Fast-Changing World of Social Media



# Interview Do's

- **Know your message and stick to it**
- **Engage in two-way conversations**
- **Ask questions**
- **Be clear and concise**
- **Tell stories**
- **Avoid jargon and acronyms**
- **Honor deadlines**



# A few don'ts



- Don't speak for others
- Don't stray off topic
- Don't assume
- Don't say anything you don't want to see in print
- Don't go off record
- Don't be afraid to say "I don't know"

# Bridging



# Flagging



# Comfort of Staying on Message



# And When You Don't



# Exercise:

## Interviews & Critique



- **Let's practice!**
- **Interviews and critiques**
- **Mock practice interviews**
  - **TV on site**
  - **Newspaper on site**
  - **Ethnic media**
  - **Talk radio panel**

# Your Communications Scorecard



- **Message**
- **Credible**
- **Control**
- **Building a relationship**

# Review



- **Know your audience**
- **Know your issue**
- **Know what you want to achieve**
- **Speak to audience needs**
- **Stick to your message**
- **Control the conversation**

# For more information



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