The NON PROFIT ACADEMY

Learn to reach your fundraising goals faster!

PRESENTS

MAKE YOUR EARNED MEDIA STRATEGY G.R.E.A.T.

with Antoinette Kerr

#npapresents
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MAKING YOUR EARNED MEDIA STRATEGY
G.R.E.A.T.

ANTIONETTE G. KERR
THE WRITE FOLKS/ BOLD & BRIGHT MEDIA
Began covering nonprofits as a contributing journalist and columnist over 20 years ago through small publications affiliated with The New York Times, GateHouse Media and Halifax Media along with several magazines.

After spending 15 years as a leader of two nonprofit agencies, she has combined those passions to form Bold & Bright Media and is currently co-authoring Modern Media for Nonprofits.

Find me on Twitter and Facebook @ Thewritefolks
Thewritefolks.net #npmodernmedia
IS YOUR MEDIA STRATEGY
G.R.E.A.T.?
VOCABULARY BASICS

Earned Media

Paid Media

Owned Media
THE TRIFECTA-PART 1
EARNED MEDIA

Earned Media - Journalism in its truest form refers to publicly gained news stories from an independent source other than paid advertising including television, newspapers, magazines, podcasts, radio.

#mediatrifecta
**Owned Media** - Owned media is any property that you can control and is unique to your brand. Some of the most common examples are websites, blogs, podcasts, social media, and any publications that your organization publishes.
THE TRIFECTA - PART 3
PAID MEDIA

Paid Media - Advertising to promote content in order to drive earned media, as well as direct traffic to owned media properties. This can include traditional media, public service announcements or sponsored content on social media sites like Facebook, Twitter, Instagram, and LinkedIn that offer advertising.
TODAY’S FOCUS

Earned Media

Owned Media
HOW WOULD YOU CHARACTERIZE YOUR STRATEGY?

- G.R.E.A.T.
- Good
- Poor
POOR STRATEGY?
RATE YOUR ORGANIZATION

_____ we do not have an editorial calendar for press releases, updating websites or social media

_____ we frequently update press releases from the previous year for special event announcements

_____ we haven’t updated our media contact list in at least two years

_____ our website currently contains inaccurate information

_____ our media coverage is sparse
GOOD STRATEGY?
RATE YOUR ORGANIZATION

_____ we have an editorial calendar but it isn’t tied to specific goals
_____ we generate new press releases for special events announcements
_____ we haven’t updated our media contact list since last year
_____ we update our website on a fairly regular basis
_____ our media coverage is fair, but it really doesn’t reflect our brand
G.R.E.A.T. STRATEGY?
RATE YOUR ORGANIZATION

_____ we have an editorial calendar tied to specific goals
_____ we generate new press releases and follow-up with our contacts at media outlets
_____ we know local reporters and update our media contact list frequently
_____ our website contains an online newsroom
_____ our media coverage mostly reflects our goals and brand
HOW DOES YOUR ORGANIZATION RANK?
TAKE YOUR STRATEGY TO THE NEXT LEVEL

Poor to Good

Good to Great

Great to G.R.E.A.T
1. GOAL-ORIENTED

Do you have a goal for your media strategy? Targeted media relations begins with understanding what your organization is actually looking to accomplish short-term and long-term. As a result, it's important that you not only have a strong understanding of your nonprofit’s mission, but also have key strategic priorities to support that mission.
G.R.E.A.T.
GOAL ORIENTED

Poor-
No organizational goals for media

Good-
Has organizational goals, but coverage doesn’t reflect your brand

G.R.E.A.T. –
Media coverage reflects your organizational goals & brand
Why do we need media relations goals?

The media isn’t designed to compliment your brand or messaging — they will need guidance.

All press isn’t good press.

Developing long term relationships with media sources can only benefit your organization in the long run.
QUESTIONS TO ASK WHEN SETTING GOALS FOR EARNED MEDIA

01 Who are we trying to reach through this media outlet?

02 What do we want people to know?

03 What stories do we want to promote?

04 What images about our organization do we want to challenge?
MEDIA GOALS: CASE STUDY
2. RESPONSIVE

Is your agency ready to capitalize on breaking news, current trends in data and arising community needs? Being responsive is not something that you figure out along the way. It requires preparation and the masterful ability to present your agency as “the solution.”
G.R.E.A.T. RESPONSIVE

Poor-
No plan for being responsive to critical or breaking news

Good-
Has a plan in place for crisis communications

G.R.E.A.T. –
Has a plan for crisis communications and is an established thought leader
HOW RESPONSIVE ARE YOU?

You Can Make a Difference
Help people affected by disasters big and small.

DONATE NOW

Update: Red Cross Financial Assistance for Hurricane Harvey
HOW RESPONSIVE ARE YOU?

OCTOBER
NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH

CYCLE OF VIOLENCE
Phase 1: Tension building
- Anger, blaming, & arguing occur
- Batterer asks for forgiveness; promises it won’t happen again

Phase 2: Acute battering
- Batterer incidents occur

Phase 3: Honeymoon stage
- Batterer asks for forgiveness; promises it won’t happen again

Phase 4: Resolution
- Batterer leaves

(Continued)
HOW RESPONSIVE ARE YOU?
TIPS - BEING RESPONSIVE

• Do you watch/have alerts to news for relevant subject matter?
• Assign a thought leader/expert on subject matter
• Prepare data to help people understand the day-to-day occurrences related to your mission
• Are you prepared with an “ask,” or “call-to-action?”
G.R.E.A.T. EMPOWERED

Is this how you feel when you see/hear/read coverage about your organization?
HERE IS WHAT MANY NONPROFITS SAY ABOUT MEDIA COVERAGE

1. Journalists don’t show up for our events
2. When they do show up, clean-up is messy
3. They just keep reinforcing old stereotypes
3. EMPOWERED

Does your agency shapes stories about the organization that attracts resources (Customers, Money, Friends, Volunteers & More Media). Are media stories about your agency, recipients, donors, partners produced something they are proud to share.
TIPS – EMPOWERED MEDIA

“Journalist don’t show up for our events”
• Get to know your media reps
• Contact them for things not related to your events
• Call media reps to see if they received your press release/invitation
• Share an assigned point person for the event
“When they do show up they don’t get it right”

• Press Releases & Online Newsrooms can help

• Don’t ask for retractions, ask for new coverage
“They just keep reinforcing old stereo-types”

- Let them know
- Give them alternatives
- Back it up with your “owned” media …website, social media & podcasts
- Rely on Citizen Journalists
MEDIA GOALS: CASE STUDY

Paid Ad

Evening and Online Programs Available.
MEDIA GOALS:

CASE STUDY

Owned Media
G.R.E.A.T.
ATTRACTIVE MEDIA RELATIONS
4. ATTRACTIVE

Is your media strategy lively, current, relevant and sexy? Journalists often complain that nonprofit communications tend to be boring and announcements that rarely change year after year.
ATTRACTION versus BORING

Does your announcement have umph?
TWO WAYS TO SPICE UP YOUR MEDIA RELATIONS

- Attractive Press Releases
- Attractive Online Newsrooms
**ARE PRESS RELEASES OUT OR IN?**

**Old School**
- Who, What, When, Where & How
- 1-2 pages
- Works in the Agency's Mission
- Contact Information for Agency Staff, Participants, Speakers

**The Modern Media Way**
- What will the funds be used for?
- Meaty quotes from participants, agency representatives
- What makes your fundraiser newsworthy?
- A link to an online newsroom including: high resolution images, videos, FAQ's and the Press Release
Why are online newsrooms all-the rage?

~They can be available before, during and after an event
~They help confirm important details
~They help contribute the demand for layered content including video, slideshows, social media posts and high resolution images
~They have past Press Releases that might contain related content
G.R.E.A.T.
TARGETED MEDIA RELATIONS
5. TARGETED

Do you have an audience in mind for each form of communication? Many nonprofits use “spray and pray” when pitching stories to the media. These techniques involve pitching your story everywhere and pray that somebody picks them up. If your organization is interested in having its messages connect with your ideal audiences, it’s time to ditch "spray and pray" and become more surgical in your approach.

Infographic brought to you by:
Modern Media Relations For NonProfits: Creating An Effective PR Strategy For Today’s World
URL: http://boldandbrightmedia.com/books/

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Baldwin Branding
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SPRAY & PRAY VERSUS TARGETED MEDIA RELATIONS

• Identify your target audience
• Find a source that truly meets those goals
• Invest time and energy in those resources
HOW WOULD YOU CHARACTERIZE YOUR STRATEGY?

G.R.E.A.T.

Good

Poor
REMEMBER G.R.E.A.T. MEDIA RELATIONS...

- Amplifies your earned and paid media strategies
- Communicates your brand
- Challenges stereo-types or unwanted images about your work
- Presents empowered messages
- Provides attractive and appealing stories
QUESTIONS?
The Non Profit Academy

Learn to reach your fundraising goals faster!

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