

Massachusetts Nonprofit Network
Southeast Regional Meeting

Media 101

Presented by:

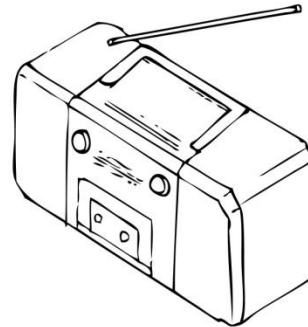
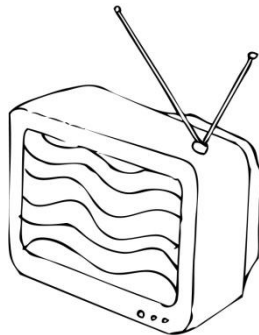
MORRISSEY & CO.
REPUTATION • COMMUNICATIONS

Elements of a Media Campaign: Overview



Understanding Media Targets & Opportunities

- Who are you targeting with your story?



- What opportunities exist?
 - News page, OpEds, Columns
 - In-studios, Interviews, etc.
- Considerations
 - 3 Rs: Research, Resource, Relationship

Adding Social Platforms to Your Media Strategy

- Monitoring target media for story ideas or interest

- ✓ alltop.com

- ✓ muckrack.com

- Building relationships

- ✓ Create a meaningful dialogue

- Developing and syndicating content

- ✓ Blog, RSS, comments

Elements of a Media Campaign: Media Strategy

- What makes a story “newsworthy”?
- Positioning
 - How will your product, position, service benefit people in real terms
 - Will there be opposition to your story?
 - What is your public message?
- Story triggers

Elements of a Media Campaign: Media Tactics

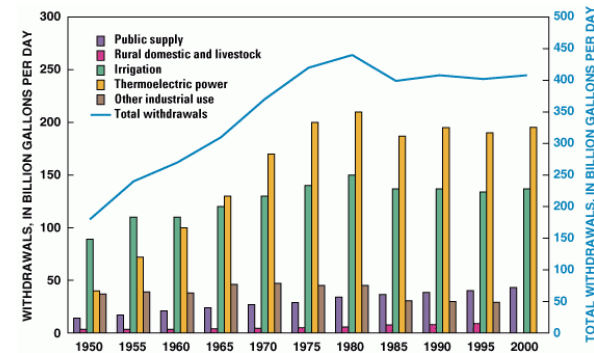
- With an overarching strategy, now you boil down your media campaign to actual tactics:
 - Press release vs.
 - Pitches vs.
 - Media advisories vs.
 - Op/Eds



The Importance of Assets

- Numbers, trends, growth projections, etc.

- Visuals



- Experts

Preparing Your Spokesperson

- What is a good interview?
 - Positive Exchange of Information
 - Be Prepared
 - Be Cool
 - Be Conversational
 - Be Yourself
- Phone? In-person?
- Television Considerations
 - Attire: No stripes, loud colors or patterns
 - Look at the interviewer: Not the camera

GateHouse News Service

Posted Jun 24, 2010 @ 07:58

COMMENTARY BY ALEJANDRO

Sample Press Release



FOR IMMEDIATE RELEASE

Click on document to read all content

MEDIA CONTACTS: Connie Chow or Sean Findlen
617/513-1540 617/399-6028

SCIENCE CLUB FOR GIRLS HONORS BOSTON AREA WOMEN WITH 2010 CATALYST AWARDS

Cambridge, Mass: November 10, 2010 – Science Club for Girls (SCFG), a Cambridge non-profit organization dedicated to providing free educational programs for young women, honored two Boston-area scientists for their commitment to promoting women and underrepresented groups in science, technology and engineering.

Hosted by meteorologist Mish Michaels, the 2010 Catalyst Awards honored Dr. Joanne Kamens and Dr. Tayyaba Hasan. Dr. Susan Windham-Bannister, president & CEO of the Massachusetts Life Sciences Center, delivered the keynote address.

"The Science Club for Girls is proud to honor Drs. Kamens and Hasan for their longstanding dedication to empowering women in the fields of science, technology, engineering and mathematics (STEM). Their tireless efforts on behalf of women colleagues will pave the way for a new generation of women scientists and innovation," said Connie Chow, executive director of the Science Club for Girls. "Our nation faces a substantial shortage of scientists in the coming years. Their efforts complement our mission to interest more young people to pursue STEM careers."

Dr. Joanne Kamens serves as senior director of research collaborations at RXi Pharmaceuticals, which develops treatments for human diseases based on RNA interference, a natural mechanism of controlling gene expression. For more than a decade, Dr. Kamens has focused efforts on opening doors for women scientists by creating supportive mentoring networks. She founded the Boston chapter of Association for Women in Science (AWIS) and helped create its Mentoring Circle program. Her similar efforts at the Healthcare Businesswomen Association (HBA) serve as the model for the national mentoring program. Dr. Kamens also serves on the board of directors of Women Entrepreneurs in Science and Technology (WEST).

Dr. Tayyaba Hasan is a professor of Dermatology at Harvard Medical School (HMS), Wellman Center for Photomedicine, Massachusetts General Hospital (MGH), and professor of Health Sciences and Technology at Harvard-MIT. She is the founding director of the Office for Research and Career Development at the Massachusetts General Hospital. In that role, Dr. Hasan empowered MGH post-doctoral students to form an association and instituted hospital policies to clarify terms for employment and training, including adequate notice for employment termination, eight weeks of MGH-funded maternity-leave for Ph.D.s and M.D.s. She also mentors post-docs and faculty members personally.

"Drs. Kamens and Hasan are true role models for our girls and living testaments to the power of a strong educational foundation and mentoring network," added Chow.

Sample Media Advisory



MEDIA ADVISORY

Click on document to read all content

MEDIA CONTACTS: Connie Chow or Sean Findlen
617/513-1540 617/399-6028

SCIENCE CLUB FOR GIRLS TO HONOR 2010 CATALYST AWARD RECIPIENTS

WHAT: The Science Club for Girls will honor Dr. Joanne Kamens and Dr. Tayyaba Hasan with its 2010 Catalyst Award. The evening event honors two individuals who have been instrumental in promoting women and underrepresented groups in science, technology and engineering. It is also a showcase for students and their projects. More than 150 people are expected to attend.

Catalyst Honorees: [Dr. Joanne Kamens](#), RXi Pharmaceuticals
[Dr. Tayyaba Hasan](#), Massachusetts General Hospital
Keynote Address: Dr. Susan Windham-Bannister, President & CEO
Massachusetts Life Sciences Center
Event Emcee: [Meteorologist Mish Michaels](#)

WHO: [Science Club for Girls](#) is a nonprofit organization with 16 years of experience delivering free educational programs to girls, especially those from underserved communities. The program connects women and men in science and engineering with more than 1,000 girls from K-12, through hands-on explorations and projects. Older girls also explore careers in these fields through field trips and speakers.

WHERE: Microsoft NERD Center
[1 Memorial Drive \(Kendall Square\)](#)
[Cambridge, MA](#)

WHEN: Wednesday, November 10, 2010; 5:30 – 8:00 PM

VISUALS: Award ceremony and addresses by the keynote speaker and honorees. Interviews with a panel of current and past participants by Mish Michaels. Science Club for Girls student members and Penny Noyce, author of children's book, [Lost in Lexicon](#), will also showcase hands-on science and engineering projects and games for participants.

LEARN MORE ABOUT SCIENCE CLUB FOR GIRLS:

