Massachusetts Nonprofit Network Southeast Regional Meeting Media 101

Presented by:

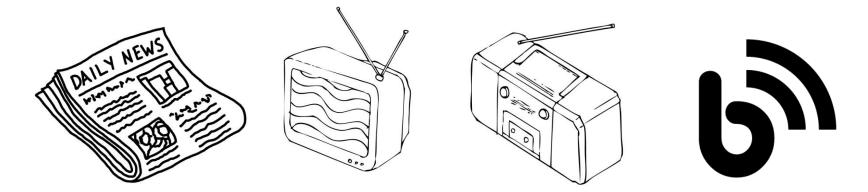


## **Elements of a Media Campaign: Overview**



# **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



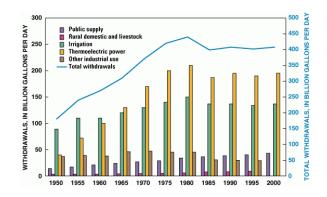
## **The Importance of Assets**

• 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

## Sample Op/Ed

Click on document to read all content

### <u> PatriotLedger.com</u>

COMMENTARY: Opioid attitudes must change if we are to defeat silent killer

GateHouse News Service

Posted Jun 24, 2010 @ 07:58 PM

COMMENTARY BY ALEJANDRO RIVERA -

If Massachusetts faced a public health epidemic marked by a six-fold increase in the number of lives taken by it, you might think that would be common knowledge. You might also conclude that the communities where this is unfolding are singularly focused on solving this crisis, but you would be wrong on both counts.

Opioid-related poisoning deaths in Massachusetts from mostly accidental ingestion of opium-derived drugs is hardly a new crisis, but it is rising at an alarming rate and getting little public attention. From 1990 to 1998, the number of deaths attributed to drugs like OxyContin increased 156 percent. And then that number jumped another 90 percent from 1999 to 2007.

Drug-related deaths don't get the headlines that murders and shootings get, but the 637 opioid-related deaths and almost 30,000 nonfatal incidents treated as inpatient admissions or emergency department discharges in 2007 in Massachusetts should at least get our attention.

Fueling this epidemic are those communities most enveloped in it, which are either ignoring or misunderstanding the gravity of this crisis despite access to a clear and successful way of fighting back. One such strategy is the timely use of Narcan, a non-addicting, non-enabling drug, which reversed more than 500 overdoses between 2007 and 2009.

But the Narcan intervention won't work without the active support of community officials to help assemble the patchwork of support that is needed to make that strategy work.

Death from inaction is literally a daily event in Massachusetts. In Boston alone, there were more than oneand-a-half opioid overdoses every day in 2007 (570 total). Worcester, New Bedford, Springfield and Lynn all recorded triple-digit overdoses during the same year, and many other communities were not far behind.

This crisis is not just relegated to urban communities. Overdose deaths from opioids happen in many rural and suburban communities.

### **Sample Press Release**



#### FOR IMMEDIATE RELEASE

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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 Bostonarea 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 postdoctoral 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.Ds 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

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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. Tavvaba Hasan, Massachusetts General Hospital |
| Keynote Address:   | Dr. Susan Windham-Bannister, President & CEO      |
|                    | Massachusetts Life Sciences Center                |
| Event Emcee:       | Meteorologist Mish Michaels                       |

- WHO: <u>Science Club for Girls</u> 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 <u>1 Memorial Drive (Kendall Square)</u> <u>Cambridge, MA</u>
- 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, <u>Lost in Lexicon</u>, will also showcase hands-on science and engineering projects and games for participants.

LEARN MORE ABOUT SCIENCE CLUB FOR GIRLS:

