



Communicating Your Impact: Getting the Media to Care What You Care About

Stephen Faul, VP Strategic Communications and Business Development
Marnie Grona, Director, Marketing and Communications

Moderator:
Meg Kwasnicki, Director, Knowledge Management

Technology Overview



The audio for today's presentation is being broadcast through the webinar room.



Today's session will be in lecture mode. This means you will be able to hear the presenter but the presenter will not be able to hear you.



All questions should be entered into the Q & A box and sent to 'all panelists'. Your questions will be taken at the end of the presentation.



This session is being recorded. The recording will be made available following the session.

PRESENTERS



STEPHEN FAUL

VP, Strategic Communications and
Business Development

Prior to Imagine Canada, Stephen served as the Executive Director of Second Harvest. He also worked in management capacities with a number of other nonprofit organizations. Stephen holds a certificate in marketing for nonprofit organizations from Carlton University and a diploma from Centennial College in radio and television journalism.



MARNIE GRONA

Director, Marketing and Communications

Marnie is responsible for Imagine Canada's communications and marketing. She has worked at the Winnipeg Symphony Orchestra, Winnipeg Fringe Theatre Festival and the Royal Manitoba Theatre Centre. She has dual-specialties in Marketing and Advertising from the University of Winnipeg, and holds a diploma in Arts Management from Confederation College.



Communicating Your Impact

Why engage the media?

Conduit to the public

- Top of mind awareness
- Promote your organization
- Shape popular opinion
- Provide expert commentary



News is a Business

“We are doing good work, you should care” – not good enough.

- Traditional media outlets need to attract an audience with information of perceived value to their readers, listeners, viewers or surfers.
- We need to find an intersection between what we want people to know and what the media cares about.



News is a Business

- Look at current content.
- Check advertising rate cards.
- Talk to journalists.


Reach
81,800
adults with
household
income
greater than
\$75,000

Reach
42,500
managers
and profes-
sionals

Reach
127,200 men
and 120,800
women

Reach
159,900
adults with
a post
secondary
education

Reach
76,200
adults aged
35-49



Daily readership

With more than 226,700 readers daily, 249,147 on Saturday and over 145,833 readers on Sundays, we provide you with an effective edge to reach your customers seven days a week. Plus, over 83% of our

readers are exclusive to The London Free Press, and they spend almost 45 minutes per day reading the daily paper.

Exclusive readership

The majority of our readers exclusively read The London


Power of reach

	SIZE OF SEGMENT IN LONDON CMA	#READING LFP	PERCENTAGE READING
AGE			
18-34	108,300	64,800	60%
35-49	104,400	76,200	73%
50+	132,800	107,000	81%
GENDER			
Men	166,800	127,200	76%
Women	178,400	120,800	68%
EDUCATION			
High School	124,500	84,000	68%
Post Secondary or less	215,000	159,900	74%
HOUSE HOLD INCOME			
Under \$30k	79,300	47,900	60%
\$30k-\$49k	63,800	44,700	70%
\$50k-\$75k	98,700	73,600	75%
\$75k+	103,500	81,800	79%
OCCUPATION			
Manager / Professional	53,200	42,500	80%

The age of acquisition

- Age 25-49 - 71% are reading The London Free Press each week (114,600 of 166,500 25-49yr olds)

Affluent active purchasers = sales!



Strategy

- Goals – very specific is better
- Key messages – remember your impact
- Desired audience – no ‘general public’
- Media channels – integration
- Tactics – proactive or reactive
- Call to action – what do you want people to do
- Timelines and responsibilities
- Evaluation – polling is ideal



Typical tools

- Letters to the Editor
- News Release
- Media availability
- Interviews
- Social media



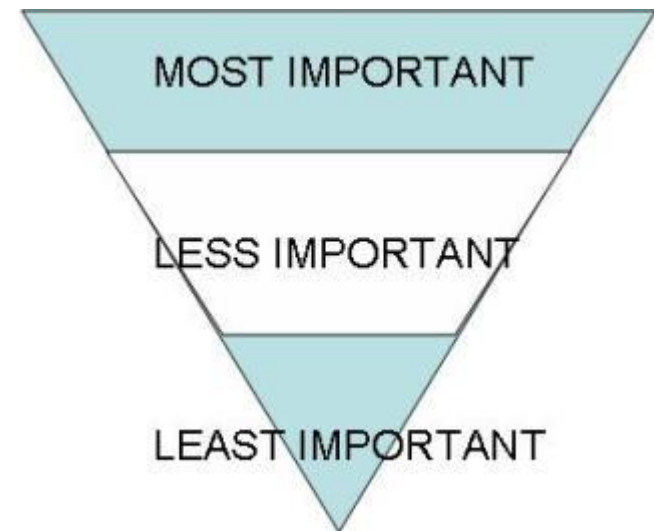
Letter to the Editor

- Often forgotten about as a tool
- Low cost but can have high impact
- Restrictions in length
- Timing is everything – great way to comment on an ongoing issue or current story



News release

- Written in news ‘pyramid’ style.
- Headline to draw people in – angle, hook.
 - “Mocking mental illness for fun and profit”
- Factual – avoiding exaggerated or completely subjective claims.
- Boilerplate and contact info.
- Video/audio files, illustrations, infographics?
- Written in plain language...



What the scientists submitted as a news release headline...

Precise U-Pb ages of single zircons prove a chicxulub source for cretaceous-tertiary boundary distal ejecta

How media relations re-wrote it...

ROM confirms date and site of meteorite impact suspected in death of the dinosaurs

How the Toronto Star reported it...

The dinosaurs' unlucky day – Rom team proves another piece of the dinosaur theory



Media availability

- Not a formal release or news conference.
- Indicates your availability to comment on an issue.
- Highlights your involvement, credentials and/or expertise



Questions



Interviews

- More than just responding to questions but an opportunity to deliver your key messages.
- Negotiate, prepare and anticipate questions.
- Answer questions and bridge to your key messages.
- Avoid acronyms and jargon.
- Off the record?



Interviews – tricky questions

Hypothetical – safest not to speculate but bridge to safer ground.

Q – What do you think would happen if your two organizations merged?

A – It's difficult to predict the future – or – it's hard to speculate on a hypothetical situation – our more immediate concern is...(bridge to key message)



Interviews – tricky questions

Answering for others – dangerous to presume how someone else would react.

Q – What do you think the CRA would say to that?

A – Well you'd really have to ask them or I wouldn't want to speculate on how the CRA might respond – from our point of view the concern is...



Interviews – tricky questions

Questions with inaccurate assumptions – unless it's a small point you need to refute the assumption.

Q – Given that most of your donations come from the government...

A – Actually although we are pleased to count the government among our supporters, most of our resources come from individuals...



Interviews – tricky questions

Questions that lead you completely off topic or into dangerous territory – bridge back to your key messages

Q – Isn't it difficult to get anything done at the municipal level with all the distractions going on?

A – We have wonderful partners throughout the city working very hard to...



Interviews – remember where you work

- Your affiliation may only be mentioned once or twice in the news article or story – if you constantly say “We” or “Our organization” where you work may be lost which is a lost opportunity for promotion.
- “At Imagine Canada we believe that...”



What is your organization's impact?

Everyone has a need – that's not unique – how are you meeting that need – what is your solution, your impact?

“Avoidable blindness elsewhere in the world is a terrible situation.”

VS.

“We are working to end avoidable blindness – we have the solutions, we are on the road to reaching our goal we just need our help to get the job done.”



What if they get the story wrong?

- Don't over react – is the error important or incidental?
- Set the record straight first with the journalist – if no response contact the editor or ombudsman.
- Asking for a correction – much easier with online – “In some editions of Friday's paper...” or “Earlier versions of this story...”
- Sometimes the fact is corrected without any acknowledgment.



Remember your audience

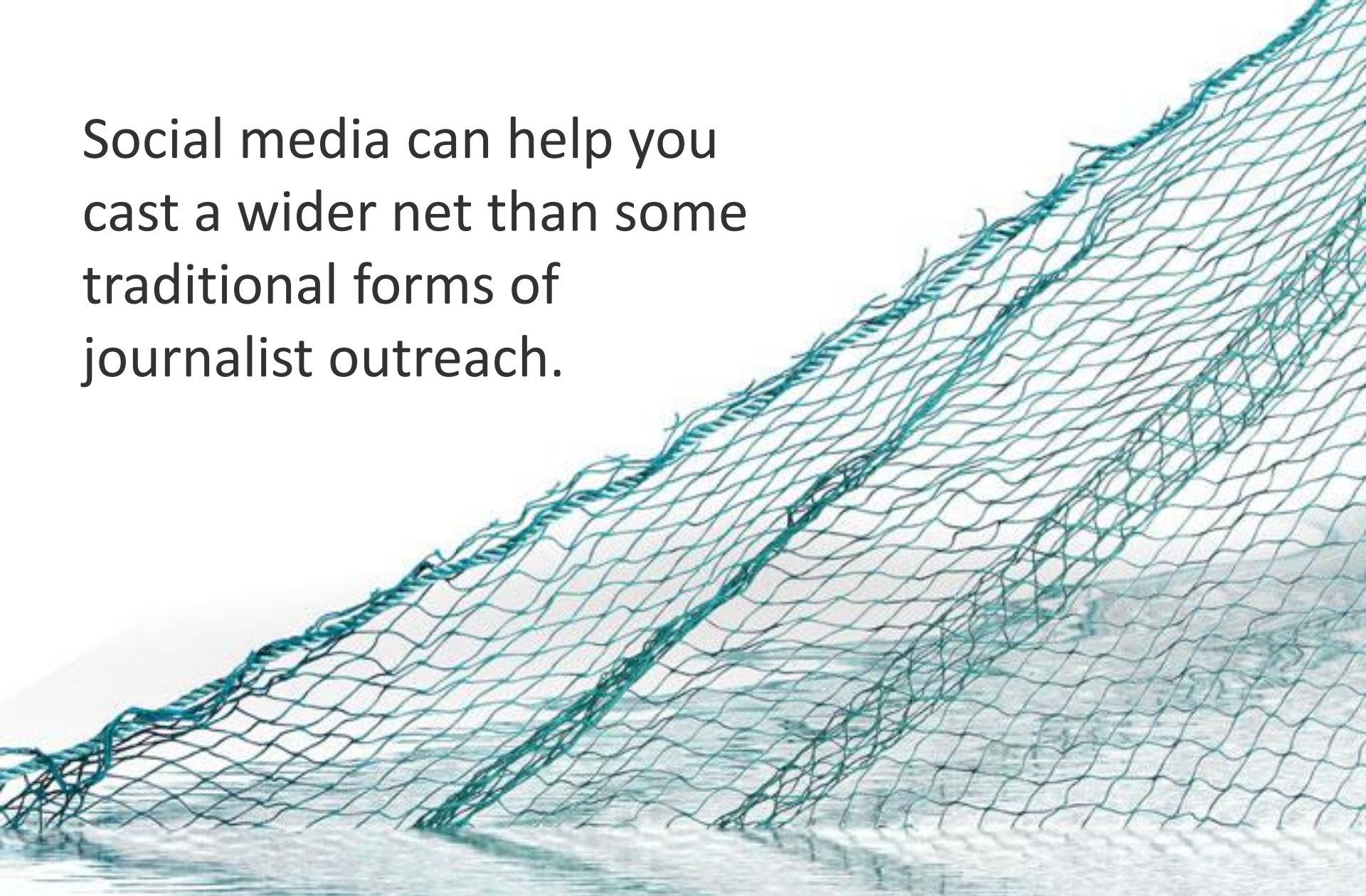
- What do they already know?
- What do you need them to know?
- What is the call to action?
- The “so what” test



Questions



Social media can help you
cast a wider net than some
traditional forms of
journalist outreach.



Journalists and social media.



In a global survey, Canadian journalists rank the highest in their use of social media. Practices and use of tools are embedded in their professional practices.

- [Cision Journalism Study 2012 – Global Report](#)





Why journalists use social media?

- To source stories.
- To assist in their own reporting.
- To monitor issues, stories and content after publication.
- To create personal brands.
- To connect with their readers.

95% of the journalists believe that social media can be a reliable tool for sourcing stories.

- 3rd Annual Survey of the Media in the Wired World, 2011



Using social media to build relationships with journalists.

Times change. Quickly.

In one [2011 study](#), 2% of journalists identified social media as a preferred method of contact.

In a [UK study](#) released last week, journalists indicate that 30% prefer social media as a method of contact but only 19% of PR professionals are doing it.





Tips to for building relationships with journalists through social media.





1

**It's about the relationship.
Be in it for the long-term.**





2

**Connect with the individual,
not the outlet.**





3

**Get to know them.
Follow and observe.**





4

**Regularly interact
with the journalist.**





5

**When it's time for the pitch,
be mindful.**





6

**When it comes to follow up,
keep it short, sweet and to
one method.**





Be responsive.





8

**Remember, tweets and
other social media activity
are public.**





Tips to for building relationships with journalists through social media.

1. It's about the relationship. Be in it for the long-term.
2. Connect with the individual, not the outlet.
3. Get to know them. Follow and observe.
4. Regularly interact with the journalist.
5. When it's time for the pitch, be mindful.
6. When it comes to follow up, keep it short, sweet and to one method.
7. Be responsive.
8. Remember, tweets and other social media activity are public.





Social Media and Journalist Engagement Takeaways.

- If social media is not part of your journalist outreach toolkit, it should be.
- Don't forget about the personal touch.
- Be aware of the tools journalists are using.

Questions:

Twitter: @serenevistas

Email: mgrona@imaginecanada.ca



Additional Information

- Studies: Journalists and their use of social media
 - [Global study shows more journalists embrace social media](#)
 - [3rd Annual Survey of the Media in the Wired World](#)
 - [Study: 96% of UK journalists use social media every day](#)
 - [Use of Social Media among Business Journalists](#)
 - [Cision Social Journalism Study 2012 – Global Report](#)





stephen faul
@stephenf84 FOLLOWS YOU

Vice President, Strategic Communications and Business Development, Imagine Canada - Tweets are my own.

813
TWEETS
448
FOLLOWING
171
FOLLOWERS


Followed by [Doug Jamieson](#), [Emma Lewzey](#), [Centre for Diversity](#) and [63 others](#).

Tweets



Imagine Canada @ImagineCanada 54m

Just one more day until our 'Communicating your impact' webinar - don't miss your chance to participate! [ow.ly/qHCob](#)

Retweeted by [stephen faul](#)

Expand Reply Delete Favorite More



Boot Campaign Canada @BootCampaignCAN 11 Nov

Grateful for such a great country #Canada!! Thank for those that have sacrificed their well being to protect our rights and freedoms!!

Retweeted by [stephen faul](#)

Expand Reply Retweet Favorite More



NEWSTALK1010 @newstalk1010 10 Nov

Feds now matching donations by Cdns to charities for typhoon relief in the Philippines dollar for dollar, on top of \$5-million in aid

Retweeted by [stephen faul](#)

Expand Reply Retweet Favorite More



NEWSTALK1010 @newstalk1010 10 Nov

Want to donate to the relief effort in the Philippines? Red Cross link is on our website... [fb.me/6yvJCOZWg](#)

Retweeted by [stephen faul](#)

Expand Reply Retweet Favorite More



Marnie Grona
@serenevistas FOLLOWS YOU

Director Marketing & Communications for @ImagineCanada. Cause-driven individual with a passion for charities and nonprofits. Views shared here are my own
Toronto · [about.me/marniegrona](#)

5,285
TWEETS
1,294
FOLLOWING
1,555
FOLLOWERS


Followed by [Canadian Stage](#), [Bad Dog Theatre](#), [The Agenda | TVO](#) and [100+ others](#).

Tweets



Imagine Canada @ImagineCanada 20m

Trust in #Charities. We need to talk. [ow.ly/qKeJ4](#) blog post by our CEO @MarcelLauziere #nonprofit

Retweeted by [Marnie Grona](#)

Expand Reply Delete Favorite More



Imagine Canada @ImagineCanada 3h

Chief Economist Commentary: Charities and Nonprofits a Strategic Component to Canada's Success [ow.ly/qKcuw](#) #cdnpoli

Retweeted by [Marnie Grona](#)

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Imagine Canada @ImagineCanada 11 Nov

Government to match Canadians' donations to Typhoon Haiyan relief [ow.ly/qHlvG](#)

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[View summary](#) Reply Delete Favorite More



Marnie Grona @serenevistas 7 Nov

A holiday wish list: eight book recommendations for nonprofit communicators [ow.ly/qAluj](#)

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Questions



More webinars to come!

Fall 2013 | 1 - 2 PM ET



November 20. Building & Maintaining Effective Board-CEO Relationships



November 27. Presenting Measurable Program Results



December 4. Political Activity

<http://sectorsource.ca/webinars>

Winter 2014 | 1 - 2 PM ET



February 5. Foundations for Earned Income & Social Enterprise



February 12. Transparency & Impact: What donors & funders notice



February 19. Gifts & Receipting: The formula to CRA compliance



February 26. Moving from Maybe to YES: Fundraising & corporate community partnerships



Thank you for attending

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