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Home Instruction for Parents of Preschool Youngsters

## Marketing & Public Relations: Webinar #2

### MEDIA RELATIONS 101

January 23, 2019  
3:00 to 4:00 p.m. CT



# Webinar Housekeeping

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1. Make sure you're dialed into the audio portion of the webinar.
2. The recording and slides for today's presentation will be made available to all attendees and will be placed in the HUSA library.
3. Webinar length: approximately 1 hour.
4. All participant lines will be muted.
5. A Q&A session will be held at the end of the presentation.
6. All questions will be answered during Q&A.



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# Today's Agenda



1. Webinar Goals
2. Introduction to Media Relations
3. Value of Good Media Relations
4. Identifying Stories
5. Pitching Reporters
6. Tips For Your First Interview
7. Building Relationships
8. Using Your News Stories
9. Q&A



# Today's Goals

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## Takeaways

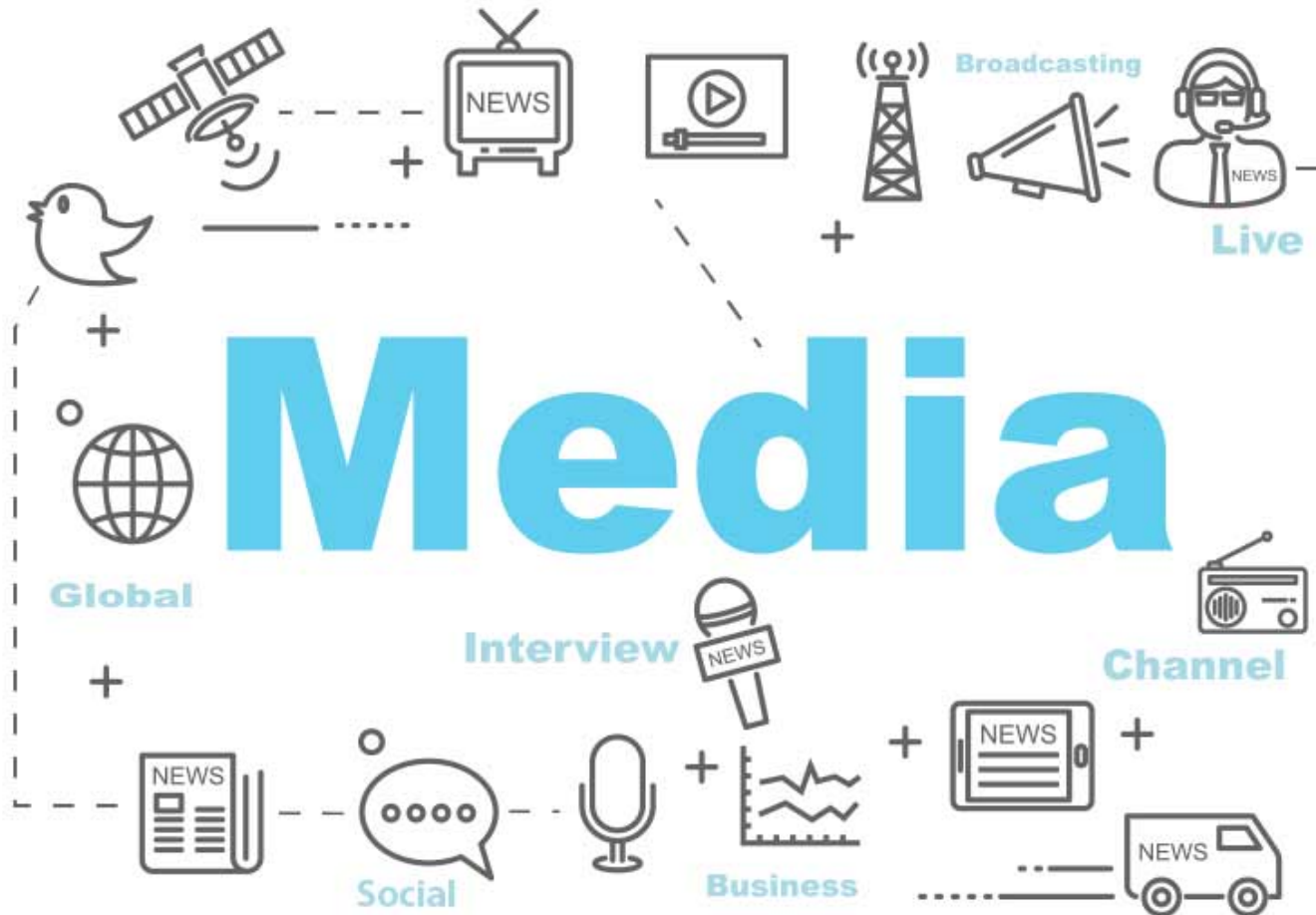
- You have great stories to tell.
- Reporters in your city, county and state want to hear and share those stories.
- Working with the media can significantly amplify your work as well as the reach and impact you have in your community.
- You already have everything you need to start working more frequently with your local media.





# Intro to Media Relations

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# Types of Media

- Television Stations
- Radio Stations
- Newspapers
- City & State Magazines
- Trade & Professional Magazines
- Newsletters
- Blogs
- Podcasts





# Value of Media Relations

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# Determining Your Goals

- Introducing HIPPY to new audiences
- Maintaining awareness among government agencies, leaders and non-profits
- Highlighting your work to potential donors and supporters
- Ensuring the impact of your work is recognized within your community
- Expanding the HIPPY network







# Why Media Relations Is Key

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Having an impartial reporter tell your story has a far greater impact on your audience and does more to establish trust than if you told your story yourself.





# Identifying Stories

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# Choosing the Right Story

Remember there are many different types of stories:

- Lists, i.e. The Top 10 School Readiness Resources in Your County
- Timely news i.e. recent success story or recent research that supports the HIPPY model
- Features or human interest, i.e. local family success stories
- Donor or instructor highlights





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# HIPPY Can Address/Support:

- Parent Engagement
- Early Childhood Education/Early Literacy
- Workforce Development
- Evidence Based
- Family Support
- Generation to Generation
- Community and Economic Development





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# Structuring Your Story

Some elements of a good story:

- ❑ Character: Reporters love a human interest element
- ❑ Challenge: What challenges did they face or did they recognize a challenge in the community they chose to address?
- ❑ Accomplishment: How did they overcome that challenge?
- ❑ Uniqueness: What makes this story different?
- ❑ Data: Use the data you collect or leverage local and national research on education





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# Example Story Ideas

- Share a story with a local reporter about how HIPPY donors have impacted the organization.
- As states look more closely at how early childhood education impacts success, share a real success story in your community.
- Look for key dates to remind people about HIPPY's work and the value of reading. For example, National Book Month is October. National Library Week is in April.
- Local events can be good too, depending on competition for attention.







# Pitching Reporters

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# Next Steps for Making Pitches

- Develop a local list of reporters and editors interested in education, community development and nonprofit organizations.
- When reaching out to a reporter always have the Who, What, Where and Why ready.
- Keep it concise and get to the point quickly.
- Get comfortable with rejection, not discouraged. You are competing for limited attention and time.
- Learn from each pitch and interview to make the next pitch better.







# Your First Interview

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# Know Your Message

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**KNOW YOUR  
MESSAGE**

- Decide on 3-5 key points you'd like to focus on.
- Keep it brief. Each point should be a sentence or two at most.
- Include details beyond what the reporter asks about.
- Practice.





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# Important Details

- Dress the part. Wear HIPPY nametag or shirt when appropriate.
- Know the latest statistics on school readiness locally and nationally.
- Have a call to action for those interested in learning more. For example:
  - Visit the website
  - Like the local Facebook page
  - Give!





# Build Relationships

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# Ongoing Tactics for Results

- Stay in touch: Email occasionally, connect on social media.
- Make sure they have your card and other contact information.
- Respond quickly and try to be helpful, even when their request may not mean HIPPY gets featured in a story.
- Build a pitch calendar to make sure you stay on their radar with new story ideas.
- Know where to draw the line.







# Using Your News Stories

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# Let's Get Social

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Share it on social media!

- Share on any local accounts.
- Encourage staff and supporters to share on their personal accounts.
- Tag the reporter and station.
- Remember to say thank you.
- Share it again on social at a later date if it is undated.





# Share it with others!

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- Send great stories to your supporters, donors and/or potential donors.
- Link to the story from your websites.
- Reference the stories in grant applications or similar projects.
- Pass it along to your HIPPY network.







# HIPPY USA Sites

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**116 Sites in 20 States and the District of Columbia  
(As of October 31, 2018)**

