



Communicating Your Mission and Telling Your Story

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Agenda

Surround Sound Communications Strategy

Tactics and Tools

- Traditional
- Elevator Pitch
- Making Media Work
- Online Presence: Website and Social Media

Digital Storytelling

Surround Sound Strategy

Every organization needs a communications strategy and a plan.

Step 1. Identify key audiences -- individuals and organizations with which you serve, interact and partner.

Step 2. Identify key messages per audience.

Step 3. Identify how those messages might change over time.

Step 4. Identify communications tactics, tools, channels, with a timeline or calendar.

Step 5. Identify ways to measure and evaluate your success.



Tactics and Tools

Traditional Tactics and Tools

Publications (print or electronic): Program reports, highlights, issue briefings.

Email: Listservs, email distribution lists, enewsletters for alerts and updates.

- Constant Contact software to create consistent branding for your email communications.

Speaking opportunities: Submit abstracts and get on the agenda for conferences and meetings, to get the word out about your work.

- Online forums need subject matter experts – offer to be a panelist or moderator for a webinar or podcast.

Traditional Tactics and Tools

Community Partnerships

Media: Connect with local reports and on air personalities.

Local newspapers have community desks -- get to know your local beat reporters and feed them information and story ideas. **Tools:** Press release, media kit.

On air personalities (television or radio) can become spokespersons and key supporters.

Business: Chambers of Commerce, small business owners, large businesses and financial lending institutions have Marketing or Community Affairs Departments.

Community/Social Groups: Rotary, Kiwanis, Lion's Clubs.



Elevator Pitch

Elevator Pitch

An elevator pitch (elevator speech or elevator statement)

Reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride -- approximately thirty seconds to two minutes.

A short summary used to quickly and simply define your organization and value proposition.

Value Proposition: a promise of value to be delivered, and a belief from your constituent groups that they will experience that value.

Crafting Your Elevator Pitch



Step 1. Who: Describe who you are. Keep it short.

Hint: What would you want the listener to most remember about you?

Step 2. What: Describe what you do. Here is where you state your value phrased as *key results* or *impact*. Think of this as your tagline.

Hint: This should allow the listener to understand how you or your organization would add value.

Crafting Your Elevator Pitch



Step 3. Why: Describe why you are unique. Show the unique benefits that you and your organization bring.

Hint: Show what you do that is different or better than others.

Step 4. Goal: Describe your immediate goals. Goals should be concrete, defined, and realistic. Include a time frame.

Hint: This is the final step, and it should be readily apparent to the listener what you are asking of him/her.

Crafting Your Elevator Pitch

Avoid jargon, business speak, or trendy buzzwords.

You want to be memorable – use your own voice.

Average Pitch Stats:

- Word count: 231
- Pitch length in seconds: 56 seconds
- Repeated words: 4

Source: Harvard Business Review



Making Media Work

Keys to a Successful Media Interview

Always ensure the relevant person is available for an interview with the media.

Be warm yet professional.

Use clear language that is easy to understand.

Have a positive attitude.

Be prepared.

- Make sure you have all the facts ready to support your story and that they come to mind easily.

Keys to a Successful Media Interview

Anticipate questions that might be asked and think how you will respond.

If asked a direct question, give a direct answer.

Answer one question at a time.

- If more than one question is asked at a time, answer the question you're most comfortable with first.
- Ensure you have finished answering the first before moving on and answering subsequent questions.

Never speculate. Only give factual information that you can verify.

Preparing Spokespersons

Identify a spokesperson ahead of time.

If possible select one spokesperson for each topic who can speak on that subject with credibility.

Ensure the spokesperson feels comfortable talking with the media, and has some human interest stories to tell.

Work with the spokesperson in advance, making sure they understand all the key points and how to emphasize them effectively.

Keep spokespeople informed with all the latest news on the topic.

Conduct practice interviews.

Interview Checklist

- Media training for spokespeople is mandatory
- Do your homework
- Anticipate key questions
- Prepare key answers
- Develop and practice 3 key messages
- At the beginning of the interview, state your objective
- Provide support for your objective
- If asked an unrelated question, answer and bridge to your key messages
- Summarize your thoughts
- Know when to stop talking

Television



Visual appeal.

Get your message through to the greatest numbers in a short time.

Reach particular sectors of the population including opinion leaders, and government officials.

Various types of programs can convey the message of your organization/program.

Television coverage for your event

Ensure your story is newsworthy.

Telephone station news directors well in advance, do not rely on a press release alone.

Ensure you have good visuals.

- Television needs an interesting scene, voice, face or some other way of visualizing your story.
- Ensure your logo is clearly visible.

Check out the location and ensure adequate electrical outlets are available for equipment.

Include printed speeches or prepared statements in your Media Kit.

Schedule the event in the morning.

Keys to a Successful Interview - Television

Approach an interview as an important opportunity to get across your messages, not just to respond to questions.

Determine which are the three most important points you want to make and repeat them often.

Use anecdotal examples to add color and credibility to every assertion.

Find the focus of the interview in advance to anticipate the questions.

Know the format and style of the interviewer.

Keys to a Successful Interview - Television



Provide the reporter with background material in advance.

Arrive early so you can become accustomed to the setting and have a chat with the interviewer.

Dress appropriately and remember your body language.

Look, listen and speak to the person talking to you, not at the camera, or at yourself on the monitor.

Keys to a Successful Interview - Television

Say the most important information first and don't get lost in the details.

- Do not defend in such a way to make you sound defensive
- Do not debate

Challenge any effort to put words in your mouth.

Once filming begins assume you are “on air” until told otherwise.

Radio



Despite the growth of television, radio remains popular.

The programming range and number of channels make radio a highly accessible, and effective way to communicate your message.

The overall radio audience is large and varied.

- By targeting a particular program or channel you may reach a particular group in terms of age, gender and area of interest.

Keys to a Successful Interview - Radio

Maintain a distance of 6–8 inches from the microphone.

Talk normally.

Avoid shuffling papers, etc.

Assume the microphone is 'live' and you are “on air”, unless told otherwise.

Save any personal remarks for when you are certain the microphone is off.

3 C's of an Interview

Confidence

- Be confident in your knowledge, you know your subject better than the journalist.

Clarity

- Use clear, conversational style and avoid jargon.

Control

- Take charge of the interview .
- Preparation is key.
- There is no such thing as a wrong question, only a wrong answer.



Fun Quiz

Media Quiz

1) You are given an option as to when a reporter comes to do a story for that night's news. Which would be best for you?

- a) 11 AM
- b) 2 PM
- c) 3:30 PM
- d) Live at 6 PM

2) If a reporter asks you a question you don't want or like, do you:

- a) Answer it anyway
- b) Answer it completely, giving more than the reporter could ever want to make him/her happy
- c) Respond, then bridge to what you want to say
- d) Ignore the question and say what you want
- e) Refuse to answer the question
- f) Stop the interview

Media Quiz

3) If you're stopped by a reporter unexpectedly and asked questions you are not prepared to answer, you should:

- a) Set a time to meet with the reporter
- b) Respond to the best of your knowledge
- c) Ignore the reporter
- d) Offer speculation or conjecture
- e) Tell the reporter (nicely) that he/she must call and make an appointment before you will do the interview

4) Errors appear in stories because:

- a) The reporter doesn't give you a chance to review it
- b) There is a multi-layered editing system
- c) Reporters aren't knowledgeable about your program
- d) Reporters are human and make mistakes
- e) You did a poor job of communicating effectively during your interview

Media Quiz

5) It is important to get back with reporters immediately because:

- a) They may have other stories to work on.
- b) They might turn to another source.
- c) You want them to know you are cooperative.
- d) Of deadlines they have
- e) It isn't really that important.

6) Where do you look during a TV interview?

- a) At the interviewer
- b) At the camera
- c) Both
- d) It doesn't matter as long as you know your subject.



Your Online Presence

Evolution of the Web



Old Model: One-Way Traffic

- Web sites that *push* information to customers
- People connecting to the Web
- Controlled content



New Model (Web 2.0) – Total Paradigm Shift

- Web sites that *push, pull, proliferate* information
- Interconnected Web tools (e.g., Web sites, blogs, social networking features)
- People connecting to each other
- Collaborative content just a “click away”

With social media, CONTENT is KING. Goodbye stagnant Web sites.

Creating Engaging Websites

Websites should be built to capture the attention of visitors and keep them coming back.

Effectively engage your constituents with personalized content—inspire interaction through blogs, polls, surveys.

Incorporate interactive site features—social media, event calendars, job boards, resume postings, photo gallery, eCards.

Develop professional and appealing page templates to maintain consistent branding and imagery throughout your site.

Analyze website traffic activity to better understand your visitors and constituents.

Social Media

Social media allows one-to-one communication.

Unlike broadcast/mass media, social media connects personally with each and every user.

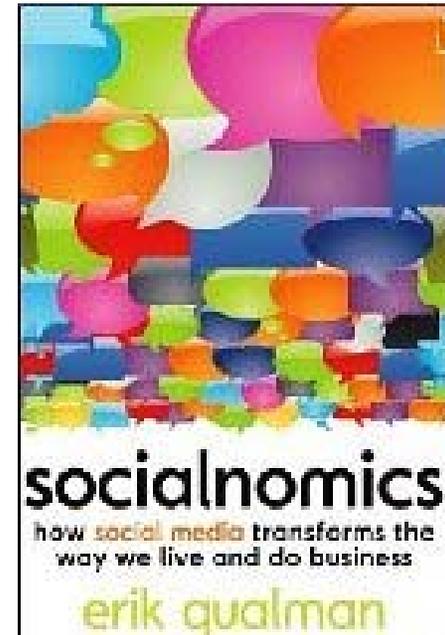
Users collecting information based on what they want means deeper engagement and interactivity.

Ongoing dialogue and interaction elicits loyalty.

Viral effect through “word of mouth”.

Why Adopt Social Media Now?

- Adapt to changing media habits
- Segment target audiences and measure results
- Geographic, demographic, lifestyle, interests, and keyword centric
- Extend reach and frequency; repurpose materials
- Optimize search engine visibility
- Frequent messaging yields more interactions
- Transparency and personalization nurtures loyalty
- Empowers the individual-- self-service drives down operating costs
- Deeper engagements (“friends,” “fans,” and “followers”)



Social media = more informed and loyal users.

Facebook Page : www.facebook.com/CleanAirNewYork



Clean Air NY Are you a baseball fan? Want to learn how to improve New York's air quality? I'm sure you are wondering what the two have in common... Well, Clean Air NY will be educating LI Ducks fans at tonight's game about the importance of carpooling or taking mass transit to Citibank Ball Park in Central Islip. 22 hours ago clear

Wall Info Photos Boxes Events YouTube Box >> +

What's on your mind?

Attach

Share

Options



Clean Air NY Environmental Defense Fund Commends NYC Council for Passing Bill to Cut Toxic Emissions From Public School Buses

Environmental Defense Fund Commends NYC Council for Passing Bill to Cut Toxic Emissions From Public

Source: news.prnewswire.com

EDF Report Helped Shape Landmark Legislation Requiring Retrofits of Dirty, Old Buses and Replacement of Oldest Buses Sooner

Yesterday at 5:04pm · Comment · Like · Share

Tina Ferrer-Santos and 8 others like this.

Julie Bamonte Burgo EXCELLENT NEWS!
Yesterday at 5:25pm · Delete · Report

Christina Baltrusitis Isolano ITS ABOUT TIME! I hate driving in back of those things!!!
Yesterday at 6:31pm · Delete · Report

Derrick Campbell yes, yes, YES!
9 hours ago · Delete · Report



FRESH

Commit to Cleaner Air



What will you do for cleaner air? Pledge your support for a healthier NY & see what others are doing. Make the commitment today.



Edit Page

Promote Page with an Ad

Add Fan Box to your site

More

Becoming a fan of this page shows your commitment to cleaner air in NY. Show you care about NY's air quality. Pledge now at <http://www.deanairny.org/commit>. This page is sponsored by the NYSDOT.

The Viral Effect

The Clean Air NY Facebook page went live in January 2009.

Slow, steady growth for first 6 months.

Advertising/PR saw growth.

- Average 25-30 new fans a day since.

Many opportunities for exposure within Facebook.

- Friends invite friends, Newsfeed stories, Facebook advertising.

Within 3 months number of fans increased from 300 to 3,000.



Nothing Beats Organic Marketing



News Feed

- Pages
- Status Updates
- Photos
- Links
- More

What's on your mind?

Attach Share

ENERGY

Energy Savers

Get Ready for Fall: Leaf Peeping, Staying Warm, and Saving Money

Tomorrow is the official first day of fall, and while I always mourn the end of summer, one of the best things about fall is leaf peeping! Last year, we took my father-in-law's red '57 T-bird convertible on a lovely drive through the mountains to see the bright yellow aspens...

4 hours ago · Comment · Like · Share

Clean Air NY Tomorrow is World Car-Free Day! Visit <http://cleanairny.org/DoYourPart/WhatCanIDo.aspx> for some tips and useful resources to help you plan your day.

12 hours ago · Comment · Like

2 people like this.

Ravi Lal when is your birthday dont cary, about an hour ago

Write a comment...

Suggestions See All

- Liza Medina-Inciong** ×
Christina Santos is a mutual friend.
Add as Friend
- Ankit Bajaj** ×
Add as Friend
- Katie Hatch** ×
Christina Santos is a mutual friend.
Add as Friend

Sponsored

Dancing with the Stars ×

Become a fan and go behind the scenes with your favorite stars. The live 3-night premiere event begins tonight at 8/7c on ABC!

292,780 people are fans of Dancing With The Stars.

65% click on URL links within a News Feed



CleanAirNY

✓ Following



Name CleanAirNY

Location NY

Web <http://CleanAirNY...>

Bio Visit CleanAirNY.org to sign up for Air Quality Action Day Updates!

54 following 128 followers

Tweets 83

Favorites

Actions

block CleanAirNY

Following



View All...

RSS feed of CleanAirNY's tweets

#FollowFriday @FightForAirNY @EarthDayNewYork @SustainableLI @OurGreenBook @climateculture

22 minutes ago from web

@EnvDefenseFund Commends NYC Council for Passing Bill to Cut Toxic Emissions From Public School Buses: <http://bit.ly/sJiat>

about 17 hours ago from web

Hey @DucksGM, we're excited for the LI Ducks tonight! Visit our booth at the game to learn about smart travel choices for healthier air!

about 24 hours ago from web

ALA NY Commends Mayor Bloomberg and Commissioner Farley for Their Efforts to Reduce Smoking in NYC: <http://bit.ly/2lyLKA>

9:27 AM Sep 15th from web

Cut your engine in school zones: <http://bit.ly/WBy2f>

11:19 AM Sep 14th from web

Nassau County - a Clean Air NY Champion - is doing great things: <http://bit.ly/1dbVit>

2:42 PM Sep 11th from web

Interesting article on fight or flight reaction to air pollution: <http://bit.ly/fk6hl>



AIDS.gov Home

News and Events

Basic Information

Testing

Prevention and Education

Treatment and Care

Research

Funding Opportunities

Populations

Agencies and Programs

Frequent Questions

Other Resources



Blog



Podcasts



RSS Feed



HIV TESTING MESSAGE
FROM PRESIDENT OBAMA

White House holds town hall meetings on AIDS

Let the White House know how you think it can achieve President Obama's three HIV/AIDS goals or email your comments to AIDSpolicy@who.eop.gov.

[Information on H1N1 and HIV/AIDS](#)

Change text size: [A](#) [A](#) [A](#)

Find an HIV Test Site

enter ZIP code [go >](#)

Join AIDS.gov



Twitter



MySpace



Facebook



HIV/AIDS 101



Did you know?

American Indians and Alaska Natives rank 3rd among all races and ethnicities in rates of HIV/AIDS?

[HIV/AIDS 101](#)

Audio Podcasts



Highlights from "Participation Powers Prevention"

New Media Conversations
We share our experiences from CDC's National Conference

[View All Audio Podcasts](#)

Video Podcasts



National HIV Testing Day PSA

HHS Secretary Sebelius and Mayor Fenty talk about the importance of HIV Testing.

[View All Video Podcasts](#)

Current News

Sep 18: White House National HIV/AIDS Community Discussion to be Held in Washington D.C. on Monday, September 21st

Sep 18: Remarks at Swearing-In Ceremony for Dr. Eric Goosby Global AIDS Coordinator

Sep 18: National HIV/AIDS and Aging Awareness Day is September 18, 2008



What is a Widget?

A web widget is a small application that you can embed in a social network, blog, or website. You can develop your own widget or copy the code from an existing widget. Some widgets allow you to embed a photo or video viewer, conduct polls, and fundraise. Others allow you to incorporate news or headlines from other websites.

AIDS.gov Widgets Badges

Print Email Share This

Find HIV/AIDS Prevention & Service Providers

City, ST / ZIP

Enter your location, such as: "Washington, DC", or "20002".

For more information on this widget, please visit AIDS.gov.

Please contact contact@aidsgov with any comments, suggestions, or concerns.

AIDS.gov Locator Widget Vertical Layout

The HIV/AIDS Prevention & Service Provider Locator is a first-of-its-kind, location-based search tool that allows you to search for testing services, housing providers, health centers and other service providers near your current location. This widget is designed to fit in more narrow locations (navigation and sidebars, for example), approximately 130 pixels wide by 350 pixels high.

Click "Share" to place this widget on your site.

Copy the AIDS.gov Locator Widget Code:

```
<noscript><div style="height:350px; position:relative;width:132px; background:url(http://locator.aids.gov/images/bg_widget_narrow-8bit.png) no-repeat;padding-left:13px;"><strong style="padding-top:6px;color:#fff; display:block;font-family:Trebuchet MS;font-size:12px;line-height:1.2;">
```

Widgets and Badges - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.aids.gov/widgets-and-badges/

Most Visited Customize Links Free Hotmail Windows Marketplace Windows Media Windows

allows you to search for testing services, ho Search Ask Facebook Listen to music Amazon YouTube Weather News Fun Games Personas Celeb Options

Outlook Web App Widgets and Badges

AIDS.gov Widgets Badges

Print Email Share This



Want 2 know ur HIV status?
Yes...what's the # 2 find an HIV Ctr near me?
Txt ur zip code 2 Knowit or 566948
Thx!
www.hivtest.org

HIVtest.org Text Messaging Badge
Promote HIV testing by adding a KNOWIT web badge to your website—just copy the html code to the right and paste it into your site.

Copy the HIVtest.org badge code:

```
<a href="http://www.hivtest.org">
```



Know your HIV status?
Text: Your Zip Code To: Knowit or 566948 To find HIV Test Centers near you.
www.hivtest.org

HIVtest.org Small Badge
Promote HIV testing by adding a KNOWIT web badge to your website—just copy the html code to the right and paste it into your site.

Copy the HIVtest.org badge code:

```
<a href="http://www.hivtest.org/?s_cid=hivtesting_partners3" title="Know your HIV status? Text: Your Zip Code to KnowIT or 566948 to find HIV test centers near you www.hivtest.org"> 
```

Done

Avoiding the Social Media Time Suck



Focus and Time Management

What are your top 3 social media goals and do you have a plan for reaching them?

How much time can you dedicate each day to using tactics to reach these goals?

What steps can you take to improve your focus while completing social media activities?

Avoiding the Social Media Time Suck

Optimize for Productivity

Twitter

- Best days: Midweek & Weekends
- Best time: 5pm
- Best time for increased Click Through Rates: Noon & 6pm
- Most effective frequency: 1-4 tweets per hour

Facebook

- Best day: Saturday
- Best time: Noon
- Most effective frequency: 1 - 2 per day

Source: KISSmetrics on [“The Science of Social Timing”](#)

Digital Storytelling

Digital Storytelling

Using computer-based tools to tell stories.

Weave images, text, narrative and voice, video clips and music together.

Vary in length - typically between 2 and 10 minutes.

Use digital storytelling to reach new audiences, shift public perception, attract and engage supporters, and demonstrate impact.

Digital Storytelling



What makes a story compelling?

“A good story often comes from looking at the familiar in a new way with new meaning”

Joe Lambert
Founder and Executive Director
Center for Digital Storytelling

Digital Storytelling



What brings a (digital) story to life?

A story that comes from the soul cannot be denied.

Tell a story people can **identify** with as their own, and the need to persuade, convince, or sell them on anything disappears.

Thank You



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