



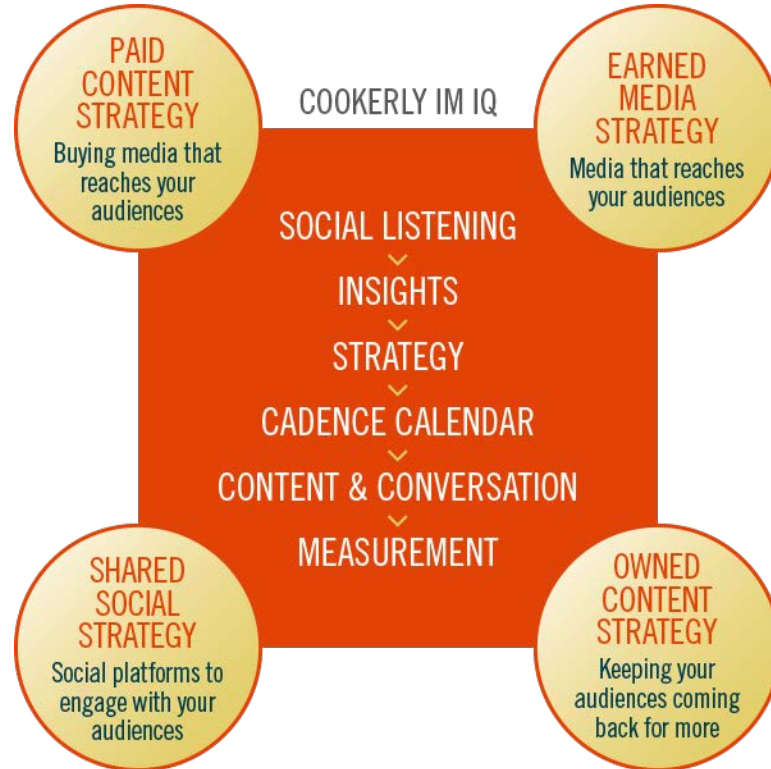
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COOKERLY PR

# Marketing & Communications in Disruptive Times

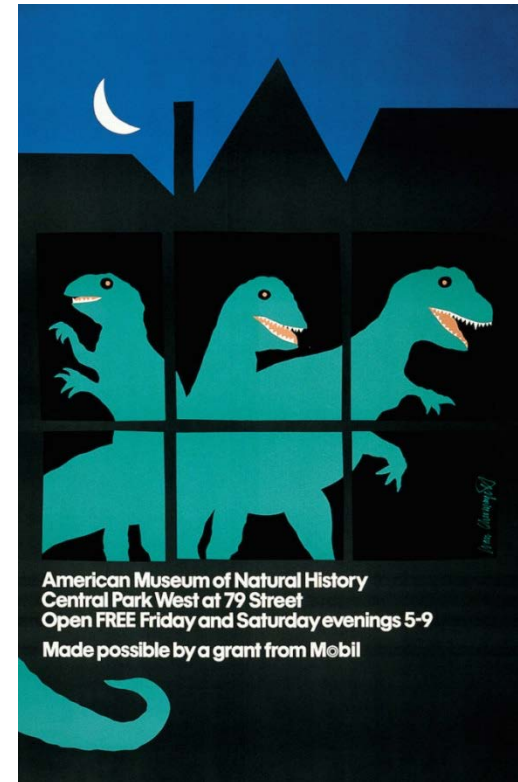
*Session 1 - How to get the media talking about you again*

# Integrated Marketing & Communications



# Today's Session: Earned Media

1. Grounding message and story in current reality
2. Reaching media outside your comfort zone
3. Story takes flight





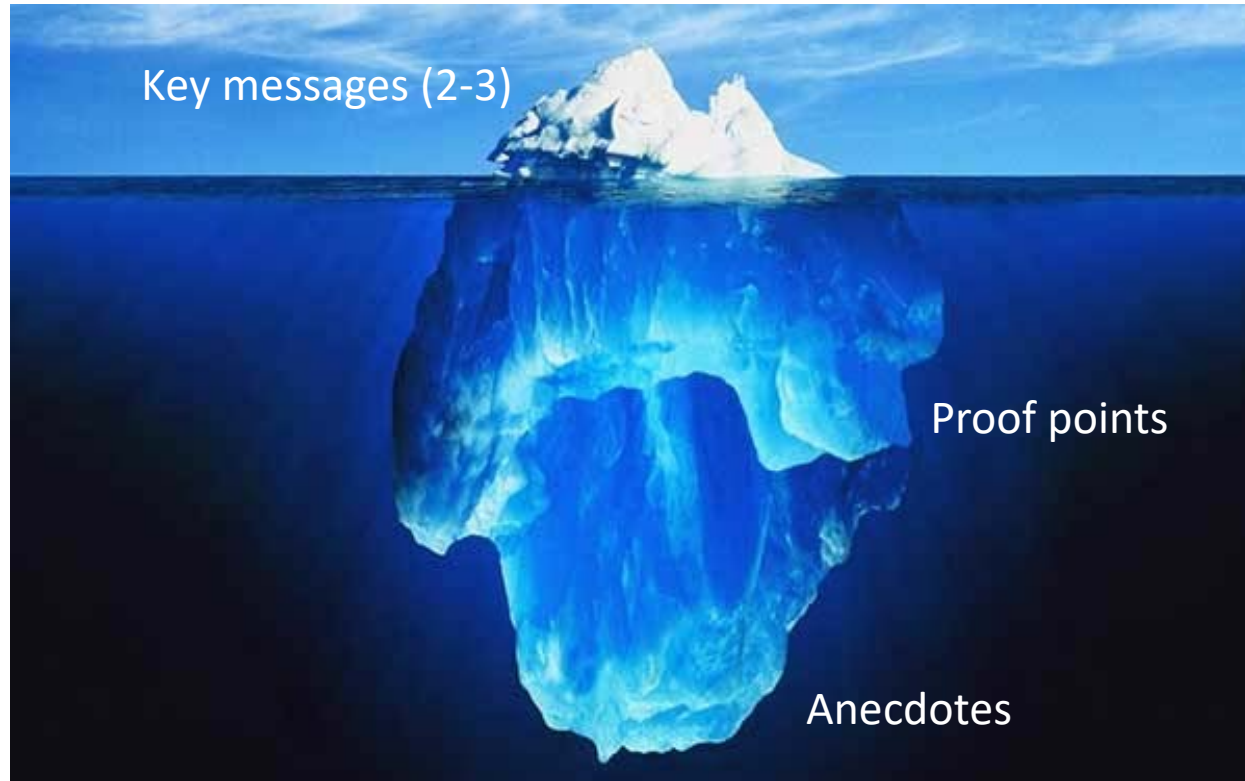
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## Why is Messaging Important?

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- Supports business objectives
- Creates a compelling positioning that differentiates your offering from other ways audiences can spend their time
- Conveys information to audiences in meaningful terms
- Helps overcome barriers, real or assumed, held by the audiences
- Shows how audiences can support you NOW, in very specific terms

# Your Differentiating Message and Story



# Thought Leadership

- Who tells your story?
- Can it be multiple people?
- What makes them an expert for one type of interview versus another?
- What should they be equipped to have a POV about?
- What's the person's call to action?





## Quick Poll



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- How many viable spokespeople from your institution are appropriate for interviews?



# Harvest Your Stories

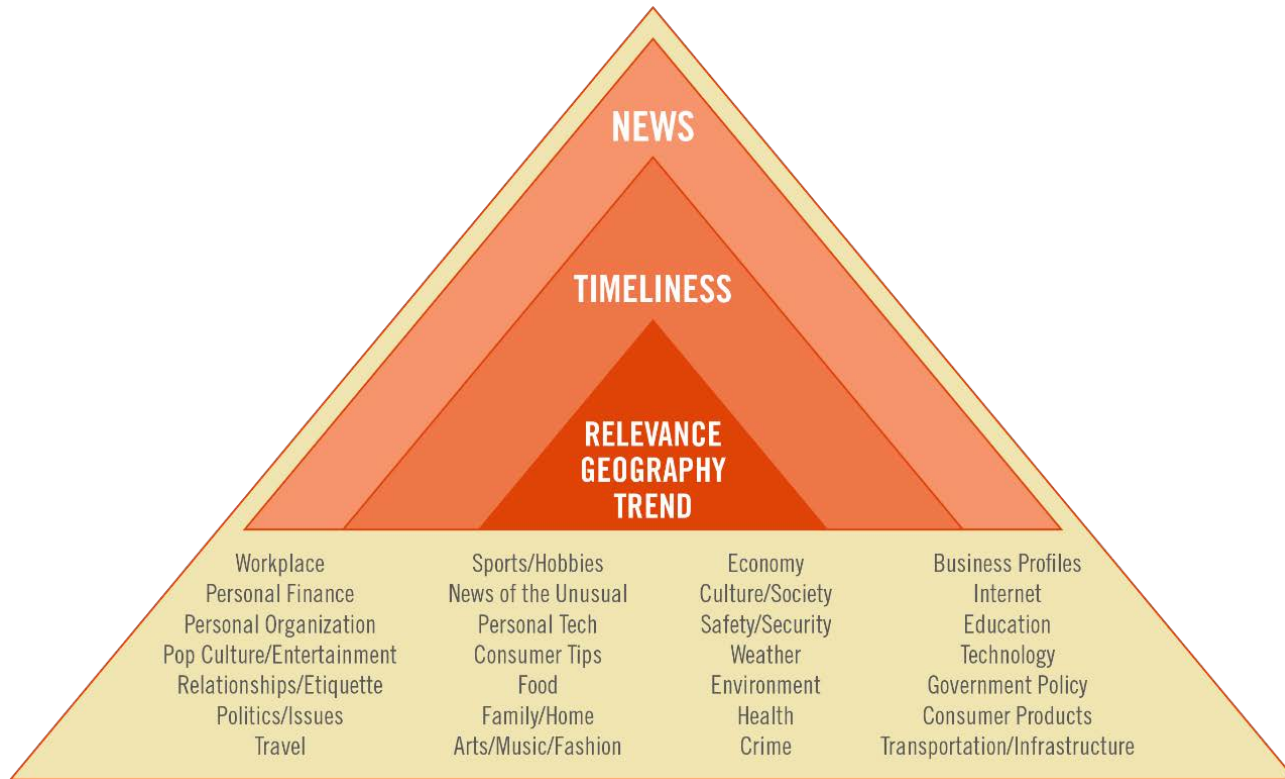


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# Do These Angles Fit a News Beat?





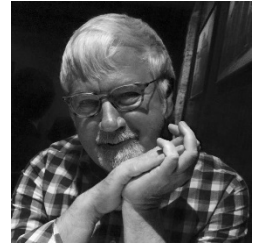
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## How Can Journalists Help You Reach Your Audience?

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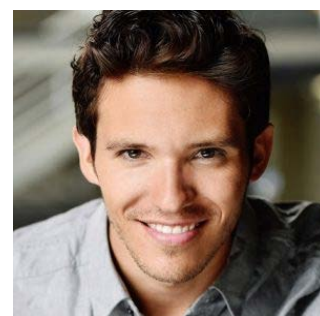
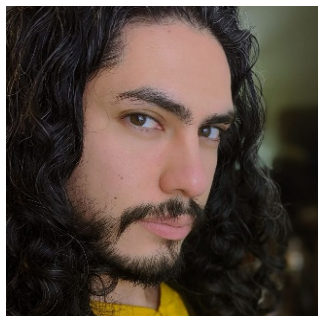
- Effective and affordable means of reaching audiences with key messages
- Highly credible visibility in crowded marketing/message environment
- Build your brand and enhance your image
- Establish relationships that yield quality coverage over time
- Support other marketing efforts, impact search engine optimization and search engine marketing (SEO/SEM) campaigns

## Nonprofit Reporters and Arts Critics are a Given, Right?



## Sleuthing for Your “Go-To Five”

- Someone who has been to your institution
- Someone with a visual flair, with a keen eye and ear to trends
- Someone who has regular feature stories to file
- Someone you or a board member knows
- Someone who freelances for multiple local or national outlets
- Someone with a geographic responsibility to cover you





## Additional Ways to Stay Attuned to Your Top Five

- Their social channels
- Google alerts of their stories
- Profnet and HARO services
- Newsjacking
- Invite for a call, chat, tour



## Building Your Pitch Note

- Why it's news
- Why it's news now
- Next step



# Cadence Calendars



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# Understanding the Reporter



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# Understanding the Reporter

- A trained observer and listener
- Generally doesn't choose beat/assignment
- Is ultimately competing with other reporters
- Faces deadlines that are real and inflexible
- Working on multiple stories at once
- Is not focused on:
  - Making you look good
  - Asking the questions you would like
  - Interpreting information the way you may like
- Eager for easy-to-use content, images, video and credible sources





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# Gauging Interview Success

## Your Perspective

- Reporters respond favorably to your message
- Information is accurately reported
- You are permitted to discuss pertinent issues
- An “on-message” story results
- Reporter leaves knowing and understanding more about your organization
- A rapport is developed

## Reporter’s Perspective

- Quotable quotes
- Gets newsworthy information
- A significant story results
- Information is gathered rapidly and with little trouble
- Information was accurate
- Personality, enthusiasm and knowledge

## Three Question Types

- Dreaded questions
- Dream questions
- Google questions





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## Develop Complete Responses

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- Prepare practice questions and key messages
- Make them the proper length: 75 to 150 words = 30 to 60 seconds
- Practice out loud: Writing for reading is different than writing for speaking



# Interviews in the Age of Zoom





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## Interviews in the Age of Zoom

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- Look at the camera, not the screen
- Close other programs on your computer and put your phone on silent
- No fake backgrounds!
- Wear pants



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## Interviews in the Age of Zoom

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- The frame makes the picture
  - Make sure you frame your image with the same dimensions as a television with breathing space around your head
  - We should be able to see your hands and shoulders move
  - Make sure your backdrop is interesting and tells the story of you - and as any movie starlet would tell you, lighting is everything (including natural light)
  - When you do a video conference, put a book or two under your computer to create a better angle – you definitely want the camera looking at you straight on and not from under your chin



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## Interviews in the Age of Zoom

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- Posture and pitch are like brother and sister: As any singer would tell you, you can't find your strongest voice unless your posture is perfect
- Sit on the edge of your seat and keep your shoulders back. Do not lean on the desk
- Take a breath in before you speak and gesture to add animation to your image
- Use a headset with mic for best audio quality – i.e. iPhone ear buds





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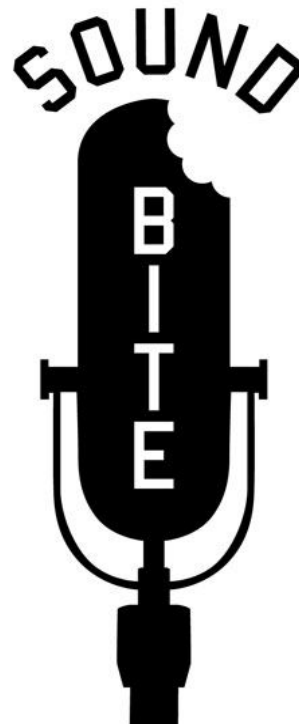
## Interviews in the Age of Zoom

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- Open with warmth and close with kindness. Open your interviews the same way you greet someone in your home. Avoid clichés like: “Thanks for having me...”. No one wants a boring guest at the party.
- Use empathetic listening. “Yeah so...” is not the way to begin an answer. Let the reporter know that you hear the emotion in their question. Respond, don’t just react, so you can convert the emotion. “I hear concern in your question so let me give you some important information...”

## Preparing for Broadcast Interviews

- Arrive early
- Generally, look at the interviewer if you're face to face, at the camera if remote; ask if unsure
- Dress the part – HD doesn't love white, green or tight patterns
- Speak clearly and in sound bites
- Know chair etiquette
- Assume the camera is always on
- Match your demeanor to the interview topic



## Preparing Your Spokespeople: Advanced Tips

- Bridging
- Flagging
- Hooking



# TLC to Reporters Every Day



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# Building Long-term Relationships with Reporters

## Interviews are not:

- Conversations with friends or debates
- Truly controllable like paid media
- Going to be solely about you
- Re-doable

## The opportunity to build a rapport:

- Offer insight on industry trends when called
- Proactively inform media about events, trends or insights that may interest them
- Offer to host media to industry conferences and events





# Re-Marketing Your Story or Segment

- Social
- Website
- Email
- Newsletters
- Printed materials
- Appeals

## The 25 Best Galleries & Museums In America



## Best Live Music Venues





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Questions?

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