Planned Parenthood Votes Nevada

2019 Garnering Media Attention
Health Policy 101
College of Southern Nevada
March 20, 2019
OUR MEDIA GOALS:

1. Quality Coverage

2. Quantity: Reach

3. Brand/Expert Development
Politicians: Soundbite Royalty

soundbites → slogans → cultural icons
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1. Quality Coverage
2. Quantity: Reach
3. Brand/Expert Development

Quality is kind of a big deal around here.
Research

1. Know your own organization
2. Know your audience(s)
3. Know your outlets AND journalists
4. Understand the medium(s)
Prepare

- Frame BIG stories before the action

- Be READY for rapid response
  - Identify spokespeople
  - Create a Talking Points Bank
  - Create a media hotline (On-Call) or process for rapid response
  - Be camera ready (no white, stripes, or patterns)
  - Have a worst case scenario plan – everyone needs a crisis communications plan.
Identify Spokespeople
- Match your Medium
- Find the Expert

TRAIN
Well before a media moment

Execute and Evaluate

TRAIN AGAIN!!
We are READY!

Now what????
Recognize an Opportunity

- Is this story newsworthy?
- Is my response a good idea?
- Am I the most appropriate messenger? – You don’t have to take every ask
  - How do I NOT step in shit?
  - Am I hurting my BIG brand?
  - If I am not the lead can I/should I play a role?
- What is the most appropriate medium?
  - What are my goals and how best do I accomplish them?
Framing

- Local
- National
- KISS
- Personalize the Story
Target

- Send your info and MAKE the Calls
- Be available for follow up and Interviews

ALWAYS FOLLOW UP!

YOU WANT TO BE THE RELIABLE EXPERT
TV
30 second segments
Feature Interviews
Expert Pieces
Spanish Media

Radio
Interviews

Social
Instagram – Branding
Twitter – Accountability (Tweeting AT)
Facebook – Events

Print
Newspapers
Press Releases, Statements, LTEs, OpEds
Print in other languages (AAPI and Spanish)

Magazines
Feature Stories
Lift it up!!!

If you get GOOD coverage....... SHARE and SHARE AGAIN!!
Questions?
Prompt

- Is my response a good idea?

- Am I the most appropriate messenger? If not, who is?
  - What are the risks? How do I NOT step in shit?
  - Will this hurt my BIG brand?

- Who will you target in the media? Why?
● Local Frame
● National Frame
● Who are your storytellers?
● Who is your audience(s)?
● Who will you target in the media? Why?
Questions?

We are Planned Parenthood®