



Getting Katie to Call

Or, How to Develop Media Interest
in Investment in Children



Many Minds. Singular Results.

In One Year

- Our client:
 - Was in:
 - Every major media outlet in their state
 - The New York Times
 - The Wall Street Journal
 - USA Today
 - Was on:
 - 60 minutes
 - The Today Show
 - Good Morning America
 - CBS Sunday News This Morning
 - CNN
 - Every TV station in their state
 - Local stations nationwide
 - And more
 - For a total of 845 million media impressions



Why?

- Did we get lucky?
- Yes....and no

But Enough About Me

- Let's talk about you
- Volunteers?





Some Background

- Since 2001, national network news coverage of domestic news is down nearly 20%.
- In a 30-minute broadcast, the average local news program devotes about a minute each to health news and economic news.
- A top reporter might receive 700 to 800 pitches a week.

It's Not Enough To Be a Good Cause

- An analysis of major media news coverage from June 2005 showed that they devoted 126 media segments to the crisis in Sudan.
- During the same month, the same outlets aired 8,303 segments on topics such as the “runaway bride” and Tom Cruise’s relationship with Katie Holmes.



Media Principles

- Media is a means to an end, not an end in itself.
- So figure out what you need it to do for you:
 - Impress thought leaders?
 - Recruit volunteers?
 - Solidify funding?
 - Publicize an event?
 - Change policies?

Media Principles

Knowing this helps you:

- Prioritize
- Avoid disaster



Media Principles

- Have something interesting to say
- And have someone interesting say it
- Anyone for bowling?



Media Principles

- Keep it simple
 - The average newspaper is written at a 6th grade reading level
- Make it easy
 - Lose the jargon and insider terms

Media Principles

- Be ready
 - Know your key messages cold
 - Have your spokespeople ready
 - Answer the phone and return calls
 - Be available



Let's Talk About Me Again

- Who the heck was that client?
- What was the big deal?



truth



First, the Luck

- Tobacco was a huge issue due to the Master Settlement Agreement.
- Florida was first state to fund a counter-marketing campaign with tobacco money.
- In other words, there was a market for the story.

But Then Came Strategy

- We did fun and colorful things
- We had unique spokespeople
- We were always available
- We were consistent
- In other words, we were newsworthy

Let Me Show You What I Mean



And Now Let's Talk About You Again

- Volunteers?

To Reiterate

- Media coverage is a means to an end; figure out why you want it
- Be tangible and personal
- Keep it simple
- Be available and reliable



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