KICKING OFF AND PUBLICIZING YOUR COMMUNICATIONS CAMPAIGN

GW CANCER INSTITUTE: ASK THE EXPERT
FEBRUARY 1, 2016

KAREN GOLDSTEIN, MPH
VICE PRESIDENT, OGILVY PUBLIC RELATIONS
Today’s Learning Objectives

1) Explain how to launch and promote communications campaigns
2) Identify best practices for creating press releases and other announcements
3) Describe how to establish relationships with media and journalists
4) Integrate community input for developing, implementing, evaluating and improving policies, programs, and services
Promoting Your Campaign
Promotion Plan: Where to Start?

• What are your campaign objectives?
• Who are you trying to reach?
• What do you want your audience to know/do?
• What strategies will help you achieve these objectives?
• To support each strategy, what tactics should you implement to promote the campaign?
Audience Touchpoints

- Your Audience
- Community Partners
- Traditional Media
- PSAs/Out of Home Advertising
- Social Media
- Influencers
- Websites
- Events
Common Tactical Planning Questions

- Should you do traditional earned media?
- What should you do with social media?
- Should you do a launch event?
Then Create a Plan

• Outline all promotional elements and how they will be coordinated in terms of messaging and timing

• Include plans for program launch and media outreach

• Include objectives and strategies for each component
CDC’s Bring Your Brave Campaign
Campaign Goals:

• Encourage young women to learn their family history of breast and ovarian cancer.
• Educate young women on the risk factors for breast cancer before the age of 45.
• Inspire young women to talk to their health care provider if they think they might be at higher risk for breast cancer.
• Encourage young women to live healthy lifestyles and be aware of their breast health.

Strategy: Influence the Influencers

• Harness the power of young women who have a strong connection to breast cancer—those with a family or personal history of breast cancer—to share their story with their online community, creating a trickle down effect to those less aware of their risk.

Tactics: #bravebecause

• From late September through early November, focus on encouraging empowering conversations among young women about breast cancer risk.
Tactics for #BraveBecause

**Owned Platforms**
Use HHS, CDC and DCPC channels to share stories that highlight core messages

**Consumer Activation**
Create a day of action to activate young women with personal stories of breast cancer risk

**Paid Media**
Use paid placements on online channels to drive awareness and consumer activation

**Earned Media**
Pitch online channels, and local and Jewish media

**Partner Outreach**
Generate conversations about breast cancer risk and build excitement for launch

---

#BraveBecause
Activating women to share their stories of breast cancer risk
Promoting an Event
Promote Your Event to Media

Target a variety of local outlets to publicize your event—including broadcast (television and radio), print (magazine, daily newspaper, community paper), and online (local news sites).

Key strategies:

• Create a targeted media list
• Create and send a compelling, concise “pitch”
• Develop a plan for onsite media
• Follow up with media with additional resources directly after your event
Plan for Media at Your Event

• Designate a media point of contact at your organization
  – Send your point of contact’s phone number to reporter/producers
• Distribute press materials and share with relevant parties
• Designate parking for media/access into the building
• Prepare a sign-in sheet for media to obtain their contact information for event follow-up
• Identify spokespeople prior to event day (make sure they are comfortable talking to media)
  – At the event, greet the media and direct them to speak with your spokespeople for quotes/additional event background for their story
Media After Your Event

• Prepare to send out a quick summary immediately after event to all media contacts who expressed interest or attended your event
  – Do not wait more than 24 hours
  – Summary should be sent out as an individual, personalized email to each media attendee

• Include low-resolution event photographs (or links to high-res photos)

• Offer additional high-resolution photographs or a spokesperson at the journalist’s convenience
Social Media: Before the Event

• Prepare as much social media content as you can in advance. Create a schedule for your social media channels with the topics and activities you would like to post about before, during, and after the event.

• Before the event, share posts on your social channels to promote it. Create a hashtag for people to follow event updates.

• Send an email that provides sample social media content to partners and other relevant organizations, which they can share to increase promotion of your event.

• Create targeted content to tag organizations, businesses, or individuals you want to participate in or promote your event.
Pre-Event Planning Example: National Institute on Drug Abuse
Social Media: During and After the Event

• Share photos, including those you have prepared in advance or real-time photos that come directly from your event.

• Encourage your followers and event participants to share their content as well.

• Twitter is a great platform for real-time content. Tweet frequently to give as close to real-time updates as possible.

• When possible, answer questions and respond to comments you receive. However, do keep in mind you do not have to engage with everyone.

• Create a Storify (https://storify.com/). This is a free tool that captures a summary of your event. You can pull content from different social media channels using a hashtag or other search terms.
Campaign Examples
The National Heart, Lung, and Blood Institute

The Heart Truth Campaign
I was lucky.

“I was busy — working, traveling, enjoying life. I was overdue for a Pap test to check for cervical cancer. By the time I was tested, we thought I might have cervical cancer. After worrying and worrying, I finally got good results. I was so relieved — no cancer!

Women, please stay on top of your health. Get screened for cervical cancer. And get the Inside Knowledge about gynecologic cancers.”

Cote De Pablo, Actress

The five main gynecologic cancers are: cervical, ovarian, uterine, vaginal, and vulvar. Cervical is the only one with a screening test to help prevent the disease or find it early.

Learn the symptoms and what you can do to prevent gynecologic cancers.

www.cdc.gov/cancer/knowledge
1-800-CDC-INFO
Are you the picture of health?

“If you’re 50 or older, make sure you really are the picture of health. Get screened for colorectal cancer.”

Katie Couric, Co-Founder
EIF’s National Colorectal Cancer Research Alliance

1-800-CDC-INFO (1-800-232-4636)
Crafting Press Materials
Use compelling, consistent messaging across all communications

Provide relevant, timely, specific information, tailored to the reporter’s interests

Develop thoughtful pitch angles
Basic Media Materials

• Press Release – informs media about issue/initiative

• Media Alert/Advisory – bulleted information about immediate event to draw reporters

• Fact Sheet, Bios, Talking Points – key pieces of media kit to provide background for reporters; bulleted, factual information

• Letter to the editor, op-ed, editorial
Additional Media Materials, if budgets allow

- Multimedia News Release – text news release along with photos, videos, or other rich content
- Matte Release – feature article geared toward consumers
- Satellite Media Tour/Radio Media Tour – series of one-on-one interviews for a campaign spokesperson
Campaign Spokespeople

- Spokespeople include anyone who speaks on your behalf—with media, at events, at conferences, etc.
- Make sure spokespeople are credible, trusted by your audience, and have a genuine connection with your issue
- Consider media/message training to ensure consistency and comfort with key messages
Press Release Tips

- Cover only the most important points (who, what, where, when, why), preferably in the first paragraph - no longer than one page
- Eye-grabbing, newsworthy headline; subhead to fill in details
- Link the facts to a need in your community
- Include quote from program leader/spokesperson
- Make sure they look good and work well in the inbox
- Include your organization’s branding, boilerplate
Press Release Sample Structure

- First paragraph: concise summary of facts (who, what, when, where, why, how)
- Second paragraph: quote that explains/enhances the story
- Third paragraph: detail on the event/program
- Final paragraph: basic organizational information
Press Release Distribution

• Direct emails to reporters from media list
  – Develop list on own
  – Engage media service

• Distribution service (e.g., PR Newswire)
Craft Your Media Pitch

• Make it newsworthy—answer the 5 Ws and H: Who, What, When, Where, Why, and How.

• Keep it concise and to the point (2-3 short paragraphs); use a catchy title to grab attention

• Personalize email to each contact/outlet (mention a related article/blog)

• Offer an interview

• Become a resource

• Keep track of coverage
Send Your Pitch

- Phone call is fine, but timing for broadcast TV & radio shows is crucial
  - Producers are often unavailable right before a TV/radio segment airs; plan ahead and call at least a few hours in advance
  - If the producer is not available, ask for the “Assignment Desk”

- Timing is Everything
  - Daily and Community newspapers: contact 1-2 weeks prior to event
  - Radio: contact 1-2 weeks prior to event
  - Online: contact 1-2 weeks prior to event
  - Television: contact 7 days prior to event
Cultivating Media Relationships
Identify appropriate media

Become a resource

Follow up with relevant information
Understanding Journalists

PWR New Media 2016 Journalist Survey found:

• Journalists do find news releases useful, especially multimedia releases with content that can be transferred to their sites and pubs

• Many journalists are now responsible for creating online content so providing assets is helpful for growing relationships

• Journalists look to social media for story ideas; invite them to join social platforms when sharing your release
Create a Media List

- Start with national and/or local/regional outlets that would be likely to use your resources or drive audiences to them
  - Focus on health or community issues/activities
  - Leverage partners’ media relationships as well
- Consider including influential bloggers that cover issues related to health or cancer
- Categorize reporters based on interests, past coverage
- Research editorial calendars of long lead publications
Media Lists for Local Events

- Be sure your list includes local TV stations, radio stations, and newspapers.
  - Each station and newspaper has reporters who cover different kinds of news. Think about which ones might be most interested in your event.

- For newspapers, start with the metro or local reporters. Look for the names of reporters in those sections, or call the newspaper to get their names. Ask for the metro or local news desk.

- For TV and radio stations, contact producers who schedule guest experts for on-air interviews – often called “bookers”.
Ways to Build Relationships

- Offer yourself as a resource for future stories
- Track coverage and follow up
- Desk side briefings
  - Develop tailored materials, story angles, and talking points for each journalist
- Networking at conferences/events that interested media attend
Consulting the Community
How To Engage The Community

• True partnerships with trusted organizations that reach your audience
• Convene Technical Expert Board or Advisory Panel at key steps in the process
• Conduct primary research to test concepts, messages, and materials with organizations and individuals in the community
• Co-create materials with members of the community
NIH’s National Kidney Disease Education Program
Questions?
Contact me:

Karen.goldstein@ogilvy.com

www.linkedin.com/in/karentollgoldstein

@ktgoldstein