

**MISSION**  
*Community Services Society*

# Making the News Connecting with Government



Presented by  
Karen Laing and Rick Rake

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## **We'll answer . . .**

- How to successfully tell your story
- What to do when media calls
- How you connect with government and maximize funding opportunities



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# And, we'll talk about

- Our lessons learned when traditional media delivery channels transformed
- Your lessons learned
- How to connect with government and build meaningful relationships with political leaders



**Then...**

We'll answer your questions and help with specific situations.



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# Mechanics on how to get your story told



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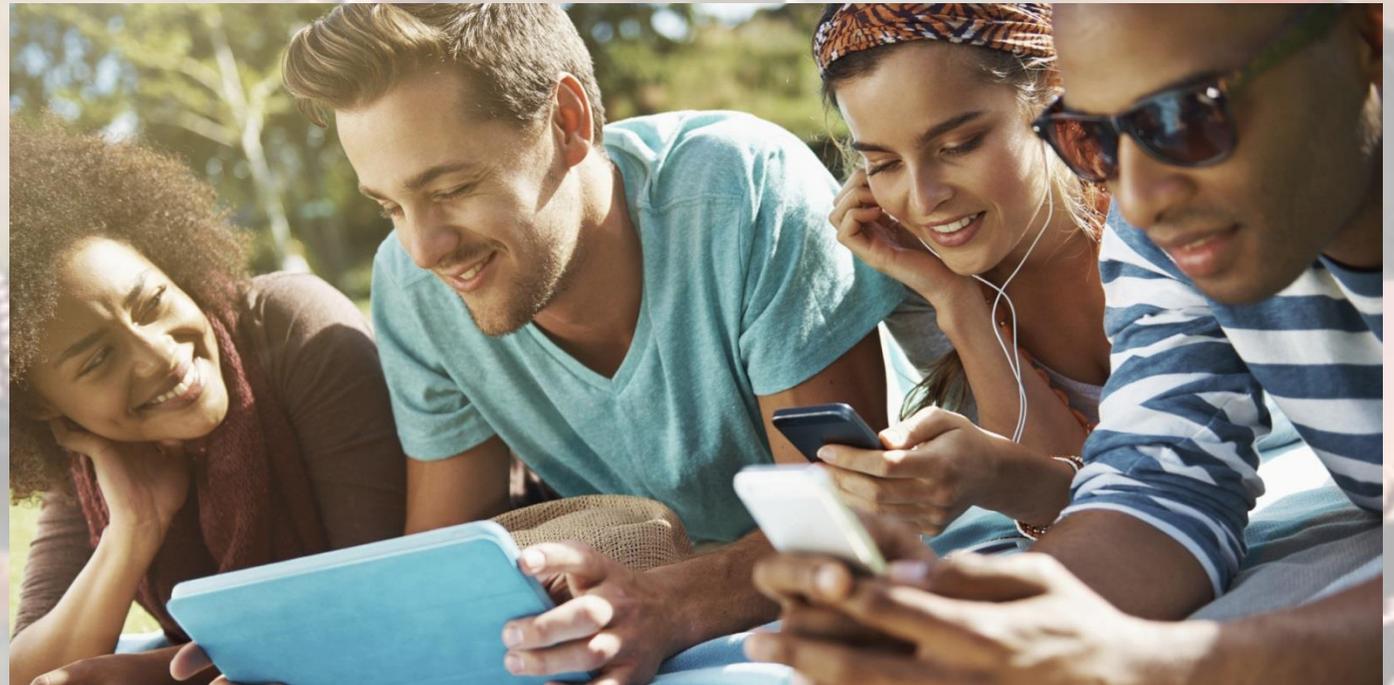
# What used to work?

- Media releases were effective – not in today's fast paced world
- Media is ... websites, email, Twitter, Facebook, Instagram, snapchat.
- And we are all connected in an instant.

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# Who is your audience?

## Everyone!



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# Content: What makes your story?

1. Is your item **newsworthy**?
  - Does it **affect the audience** directly or indirectly?



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# Content: *What makes the news?*

Is your story **timely**?

- Is it an **issue, event, or announcement** considered **current, very recent, or imminent**?
- Does your news **provide timely answers** to questions arising from current, very recent, or imminent issues or events?

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# Content: What makes the news?

Is your story **relevant**?

- It **matters** to people in a your town, **city**, or neighbourhood,.
- It's relevant when your story **makes sense** to the audience and **resonates with them**, and when **they care about it**.
- Your story is relevant when it **ties into** a current or imminent social, political, or environmental trend or topic.

# Here's a bright idea!

Shameless promotion. If you've received an **award** ... talk about it.

Tweet. just be sure to include the reason you received the award.

Sounds simple, doesn't it?

Sadly, many people forget!



# Content: *What makes the news?*

Some topics that might inspire media to **call.....**:

- **special event / fundraiser**
- **new people**
- **free, needed service**
- **free seminar / workshop**
- **research / report**
- **advocacy**
- **industry information that will benefit local community**
- **contest**
- **award / accomplishment**
- **poll / survey**
- **summary of facts**
- **national information adapted to local situation**
- **tie-in to a cultural or social event or date**

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# So what do you do? KKK



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## When the Media calls...

- A package in a clear plastic bag containing rice, a one page KKK flyer arrives at neighbourhood doorsteps.
- It is from Loyal White Knights (KKK), says "Yes, White Lives Matter."
- Community complains to police.
- Media calls your settlement manager for comment.
- **Exercise:** What would you do?

## **Lessons Learned**

- Who Talks and When
- The stakes are high for you and your organization
- The story will run with or without you
- Proactive/approach to managing image and reputation



# Who gets it?

Rusty chain link barriers can keep you from getting to the right people by way of the front gate.



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# Who gets it?

Find a way in to  
the right people.

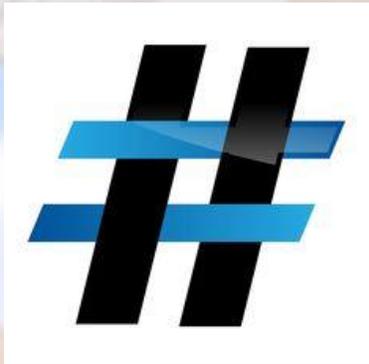
Try the back door.



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# Be social!

Keep your eye on  
hash tags.



Monitor the news  
feed pages



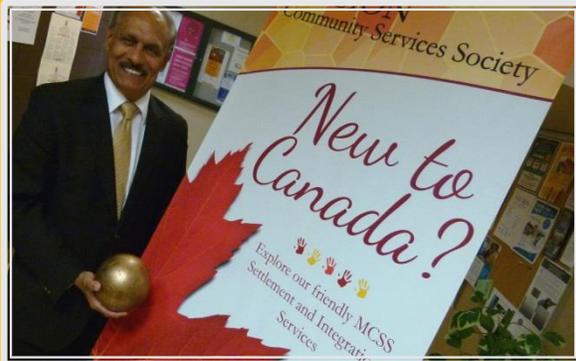
# Be Social!

Set up **Google alerts** so you'll know what they are saying about you.

It's a pretty safe bet that when you say something, they are talking.



# Connecting with Government!



Welcome them to  
your offices.



Run all-candidates  
meetings.



Get to know them.  
Invite them.

## **Some tips...**

- Know the correct titles of your political leaders
- Know the regions they represent and office they hold
- Get to know them

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## **More tips...**

- Try to accommodate requests
- Get information ASAP
- Never stonewall, it will backfire

# Questions?



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# Stay in touch!

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