SESSION VI (A) LEVERAGING THE MEDIA:

Guidelines &

Practical Applications

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IT ISN'T WHAT THEY SAY ABOUT YOU...IT'S WHAT THEY WHISPER.

ERROL FLYNN

PUBLIC RELATIONS—WHAT IS IT? WHAT IS IT NOT?

NOT: SPIN, JARGON, OBFUSCATION

IS: TRUTH (YET CONTROLLING THE FLOW)
TRANSPARENCY
EMPATHY
BUILDING RELATIONSHIPS
REACHING GOALS

ESTABLISH RELATIONSHIPS WITH:

Stakeholders
Neighbors
Interfaith community
Local Colleges
Businesses

MORE THAN PUBLICITY…

- Developing Channels
- Building Acceptance of Mission
- Informing & Motivating
- Maintaining Favorable Climate
- A Strong Identity (Brand)

THE PR TOOLBOX

- Internal Bulletins (electronic or hard copy)
  - Meetings
  - Social Media
  - Press Relations

WORKING WITH THE PRESS

- What is Newsworthy?
- What is Not?
- Whom do We Call When?
- The Pitch?
- Media Advisories (**HEADLINES**, Contact info, etc.)
- Designate liaison

THE PITCH

- Who
- What
- Where
- When
- Why

DO NOT

- Play reporters against one another
  - Insist on Coverage
    - Inflate story
    - Data Heavy

PLEASE DO

- ID self & org
- Succinctly give all Ws
- Keep conversation to 3 minutes max
- Follow up in needed

TIPS ON SPEAKING WITH REPORTERS (WHEN THEY CALL YOU)

- Be familiar with temple policy
- Never be confrontational
- No cold calls
- Stick to facts
- Don’t know? Find out!
- Treat hypothetical like a politician
- No opinions
- Do not speak off the record
- No no comment
- Never ask for sign off

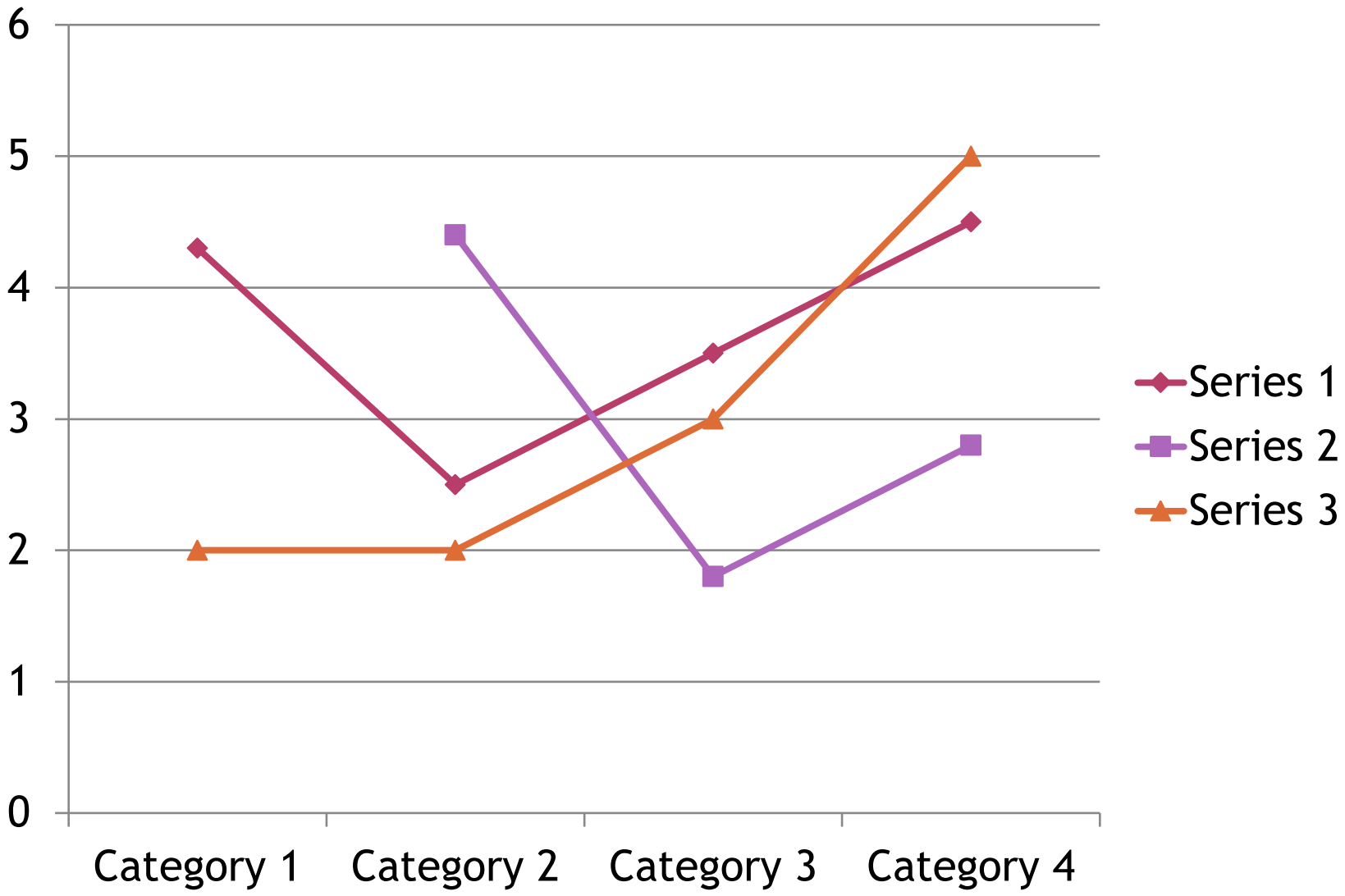
MORE ON REPORTERS….

- Positive story? Do this
- Not so much? Do this
- No story? No problem!
- Negative vs. Unfair

SOCIAL MEDIA POINTS TO CONSIDER

- Visibility
- Community
- Accountability

IN CONCLUSION....



ALSO…

- Build Relationships
- Be as cautiously transparent as possible
- Develop temple policy
- Designate ONE spokesperson
- Establish social media guidelines