



TELLING THE PUEBLO SMOKE-FREE STORY

Pueblo Smoke-Free Protections Group

SE2



YOUR EXPERIENCES COMMUNICATING ABOUT CLEAN INDOOR AIR ISSUES:

The good?

The bad?

The ugly?



A crowd of people is shown from behind, with their hands raised in the air. The image is heavily filtered with a red color and has white geometric lines (triangles) overlaid on it. The text is centered in the middle of the image.

**HELP THE MEDIA SO THEY CAN
HELP YOUR CAUSE**



THE MEDIA NEEDS **YOU** BECAUSE

Reporters today are:

- Overstretched and under constant deadline pressure
- Inexperienced
- Generalists

You are:

- An expert on a pressing public issue
- A source of valuable content





WHY WE **(STILL)** NEED THE MEDIA

Earned media placements can...

- Drive public opinion and influence policy decisions
- Tell the story of tobacco control in Pueblo
- Address misconceptions; set the record straight
- Energize your supporters
- Create a lasting record online
- Create momentum on social media





**REMEMBER: IF YOU CAN HELP THE
MEDIA, YOU CAN INFLUENCE THE
COVERAGE.**



IMPORTANCE OF KEY MESSAGES

5:45

CALL ME,
I'M
MOBILE!

HAVE A
GREAT
DAY!

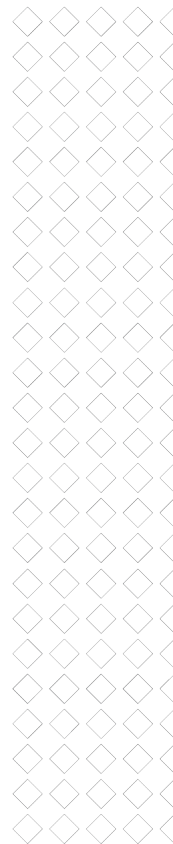
FEED
THE

3+2=5



STRONG MESSAGES ARE YOUR HOME BASE

Know what you want to say, regardless of what questions are asked or where the discussion strays.





WHY MESSAGES MATTER

Messages...

- Ensure you make the most **essential points**
- Ensure **consistency across various spokespeople**
- Help you **make the most of opportunities** to communicate with key audiences (and connect to their values)
- Have a **cumulative effect over time when repeated**





STICKING TO THE MESSAGES | TIP

Keep coming home to your messages.

Use these bridging techniques:

- “The bottom line is...”
- “Keep in mind that...”
- “The key point is...”
- “What’s most important to remember is...”





USE PLAIN, SIMPLE, DIRECT LANGUAGE

Does your language pass the 12-year-old test?

- Read the audience: Are they engaged or tuning out?
- Balance what you want to communicate with the audience's appetite for the information
- What would make the information most relevant for them?
- Avoid jargon, acronyms or technical terms





**EFFECTIVE COMMUNICATIONS
BEGIN WITH A CLEAR
UNDERSTANDING OF YOUR
AUDIENCES AND WHAT THEY
CARE ABOUT.**



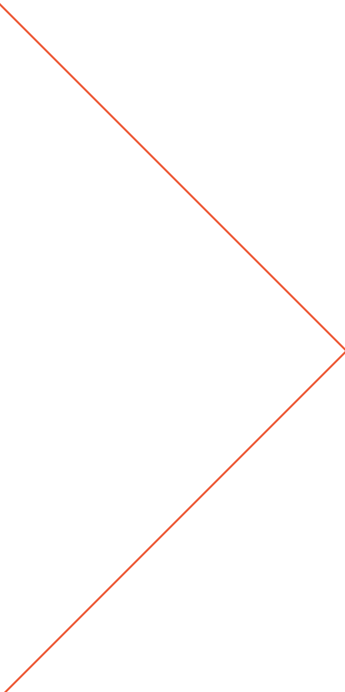


CONNECTING WITH THE AUDIENCE

Consider...

- What do they value?
- What opinions do they already have?
- What do they know?
- What do they need to understand?





OUR AUDIENCES HAVE DIFFERENT
PRIORITIES, APPETITES FOR
INFORMATION, BIASES, AND
EXISTING LEVELS OF KNOWLEDGE





CONNECTING WITH THE AUDIENCE

- Don't assume they care – make them care
- Never overestimate their knowledge
- Tell stories (no one ever cried over a pie chart)
- Focus on impact, not process
- Stress the values that drive you and your organization
- Act human – show empathy





**ONCE YOU UNDERSTAND YOUR
AUDIENCE, KEY **MESSAGES HELP
YOU UNDERSTAND THE AUDIENCE**
BY ESTABLISHING SHARED
VALUES AND SHARED FACTS.**





BEFORE THE INTERVIEW OR PRESENTATION

Anticipate and prepare for questions

Review and rehearse key messages

Write the headline you'd most like to see





DURING THE INTERVIEW

Try to...

- Use simple sentences; avoid jargon, acronyms
- Ask questions and seek clarification
- Keep coming back to your message home base
- Pause to collect your thoughts or start over when needed
- Never say anything you don't want quoted (don't speak "on background" or "off the record")
- Use bridging techniques





DURING THE INTERVIEW | TIP

It's OK to say “I don't know”

Tell the reporter you will look into it and get back to with the information

But never say “No comment”

It gives the impression that you are trying to hide information or are embarrassed to talk about something





REMEMBER – YOU’RE IN CHARGE

Answer the questions the way you want to answer them, even if the reporter is trying to lead you.

Keep reiterating your key messages.





THANK YOU

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The basis of this
skilled in the methods
tested on best practices &
strangers to convert visitors.

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HubSpot Academy

SE2 SUPER BOWL I

PRO TIP:

DON'T