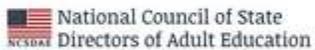




# An Investment in **America's future**



## **National Webinar** Working with the New Media to Advance your Mission

# Today's Webinar Leadership

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**Pat Tyler**, Executive Director, NCSDAE  
**Kaye Sharbono**, President-Elect, COABE



National Council of State Directors of Adult Education

# COABE

COALITION ON ADULT BASIC EDUCATION



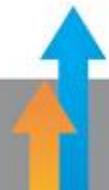
# Meet our Communications Partner

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full capacity marketing, inc.  
*elevate your brand*

- Celina Shands, M.S. - CEO/Founder
- Maryanne Conlin, MBA - Sr. Brand Director
- Ivan Freamer, B.S. - Creative Director



# Guest Presenter

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**Jo Steigerwald**, Development Officer  
Seeds of Literacy  
Cleveland, Ohio



# Housekeeping

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**Chat Real Time:** Chat with peers and presenters

**Ask Questions:** Type your questions in the Q & A box

**Raise Your Hand:** Let us know you are present



# New Media Webinar Topics

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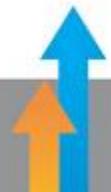
- Understand Local Media Landscape
- Identify Media Contacts
- Know your Pitch Methods
- Develop a Great Story
- Case Study Using Toolkit
- Seeds of Literacy Case Study
- Next Steps & Learning Forum TA



# Building Relationships

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Just as you build relationships with your local elected officials and state legislators.....you need to do so with the news media.



# Working with the Media

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They are “On Deadline”

They need 5W's + How, especially  
“the Why”

They are your customers  
Do the Legwork  
Connect the Dots  
Value their Time

**On the News Desk**

Home Misty Montano Mistycal Me So Dig Journalism Events

**Good-bye press release I didn't even open**

Posted by Misty Montano on Wednesday, April 21, 2010 Under: Assignment News Desk

Your hard work on that press release just went bye-bye with the click of the delete button. You know what's the saddest about this? I don't even know what I deleted. There was no information other than your name and contact info in the body of the email. You expected me to open an attachment to find out what you're pitching. I don't have time to open the attachment. Delete.

I'm not making this up. Earlier this morning during a rush on the news desk I deleted four of these emails. These emails didn't even have subject lines that helped me understand what the emails were about. Delete.

I have said it before. I say it again. The news desk receives hundreds of emails per day. Most of it I consider to be spam. It's not the kind of spam you may receive in your personal email, but random statements on situations not related to the Denver market like nationwide email blasts on feeds; or stories that we would never air; or political slam-downs from various campaigns around the country. Around a dozen of us in the newsroom are on this email list, but not a single one of us has the time to actually monitor the email constantly.

2 0 0

Twitter Facebook LinkedIn

**Misty Montano**  
Evolving Journalist

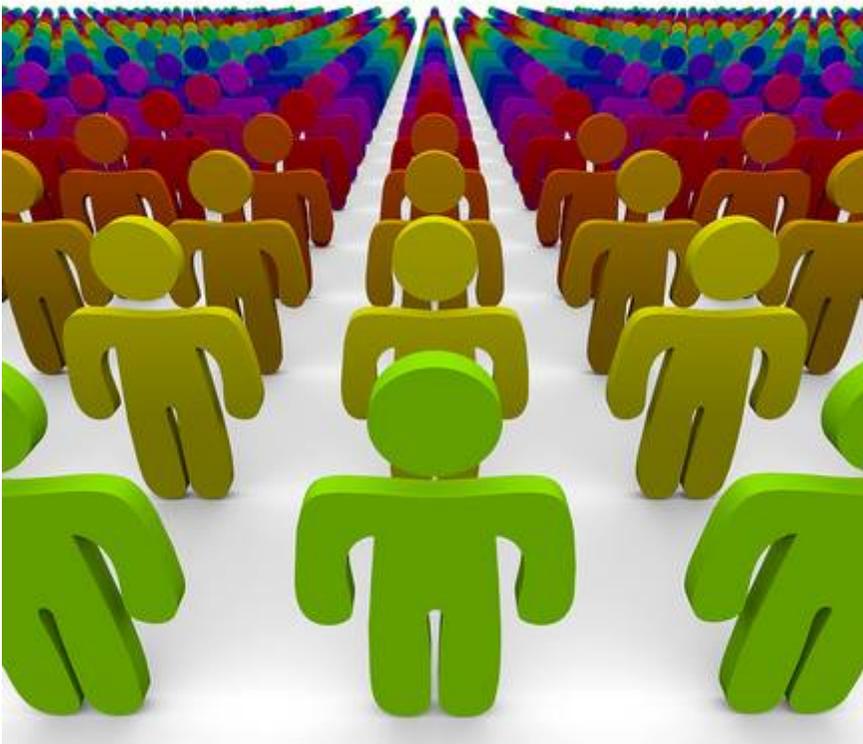
I am a Journalist using Social Technologies and Interactive Media to connect with news consumers. I am taking on the new exciting and challenging role of Digital Content Manager at 9News in Denver, CO. Previously I was an Assignment Editor at CBS4.

<http://bit.ly/2te9NIs>



# Local Media Landscape

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## Local Media Outlets: Create your Database

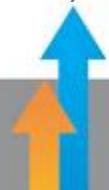
Newspaper Search – USNLP: <http://www.usnpl.com/>

Radio – Radio Locator: <https://radio-locator.com/cgi-bin/page?page=states>

TV – TV Listings: <http://www.tvguide.com/listings/>

Online News Websites – Patch: <https://patch.com/>

Option: Buy Media Services (e.g. PR Newswire)



## Locate the Right Person for the Pitch

- Target Approach on Key Topics
- Education, Jobs, Workforce, Economy, Business
- Acquire Phone/Email – Contact/About Us
- Social Media
  - Follow on Twitter
  - Connect with Journalist on LinkedIn
  - Blog Feed



# Select the Right Medium

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Press Release  
Op-Ed/Columns  
Media Advisory



# Components of a Good Story

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Having the same qualities of news - timely,  
important, interesting

Qualifiers – must know, need to know, should  
know, will want to know, will be interesting to  
know

Topics that have an emotional appeal are  
“pitchable”

Human interest components are very  
important

Making the information localized is important



# Writing for the Media

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Communicate information in clear, accurate, logical and concise format

Include the 5 “W”s and 1 “H” – who, what, when, where, why and how

Lead – opening sentence and paragraph should be compelling with key facts and contain about 40 words or less



# Case Study

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## Amanda Kline

ADULT LEARNER



### THE CHALLENGE

Due to a variety of circumstances, I became a single parent working low paying jobs and barely managing, even after obtaining government school diploma and had no higher education. There are not many options at this point for elevating yourself except to work at obtaining a job and outlook on life.

### THE SOLUTION

I first came to HCC in 2015 and started with their online GED® study course. This was easiest for me since I could do it from home. After passing higher education, I decided on the CMAA certification, certified medical administrative assistant. This is a noncredit program for busy adults for this course and started immediately. After obtaining my GED® credential and completing my CMAA program I am happy to say that I am at Upper Chesapeake Hospital. This is where I hope to land my first job and continue up the line of promotion thru higher education.

### THE OUTCOME

I am also looking forward to showing my daughter a stronger, more independent role model. None of this would be possible without the Harford Community College. Without them there would be no hope for everyone who finds themselves without proper education later in life. Education is the key!

## Zenaida Garcia

ADULT LEARNER



### THE CHALLENGE

When Zenaida first came to Genesis Center, she didn't know she had a gift. A talented writer, with a natural sense of rhythm and an imagination without ever hearing anyone say, "You are intelligent," or "You are a good writer." But she is.

Through her writing, one discovers that there is quite a bit of depth to this woman—wisdom wrought from painful matters of having survived abuse.

### THE SOLUTION

Thanks to the flexible structure of the ESOL program for College and Career Readiness at Genesis Center, which affords the Learning Facilitator



## Success Story Submission Form

A Success Story is a narrative that shares the challenge(s), solution(s), and outcome(s) of a student or employer.



Fields marked with an \* are required  
Information About You & Your Organization

First Name \*

Last Name \*



## Characteristics of an Op-Ed or Column

- Between 750 and 800 words
- Clearly defined point & point of view
- Has clarity of thinking

## Questions to Ask Yourself When Writing an Op-Ed or Column

- Do you have a clear point to make?
- What is it?
- Who are you trying to convince?
- Why are you targeting specific readers?
- Do you have substance to your argument?

OP/ED



# Recent Example

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By Eloy Ortiz Oakley and Allan Zaremberg  
June 29, 2017 at 10:00 am

*Eloy Ortiz Oakley is chancellor of the California Community Colleges and Allan Zaremberg is president and chief executive officer of the California Chamber of Commerce.*

<http://bayareane.ws/2uHdgNA>

The screenshot shows the East Bay Times website interface. At the top, the masthead reads "EAST BAY TIMES" with a tagline "INSIDER REPORTS | OPINION | BUSINESS | REAL ESTATE". Below the masthead is a navigation menu with categories: NEWS, LOCAL, SPORTS, BUSINESS, ENTERTAINMENT, OBITUARIES, and THE CANNONIAN. A search bar is located on the right. A "TRENDING" section lists several headlines: "Fourth of July events", "Road rage killing", "San Lorenzo High axed mascot", "See at ORO HQ?", "Kill on the cheap?", and "Charitable Beast Mode". Below this is a row of six small image thumbnails, with the "houzz" logo on the right. The main content area features an "Opinion" article titled "Opinion: Can't find work? Maybe you need new skills" with social media sharing icons for Facebook, Twitter, and Email. Below the article is a large photograph of Eloy Ortiz Oakley and Allan Zaremberg at a podium with the "CHAMBER OF THE FUTURE" logo. To the right of the photo is a "Sign up for our newsletters!" button and a "Follow Us" section with social media icons. At the bottom right, a "MOST POPULAR" section lists two items: "1 Two boys killed in horrific Highway 4 crash ID'd" and "2 California drought: Plans to enlarge major East Bay reservoirs move forward".



# Media Advisory

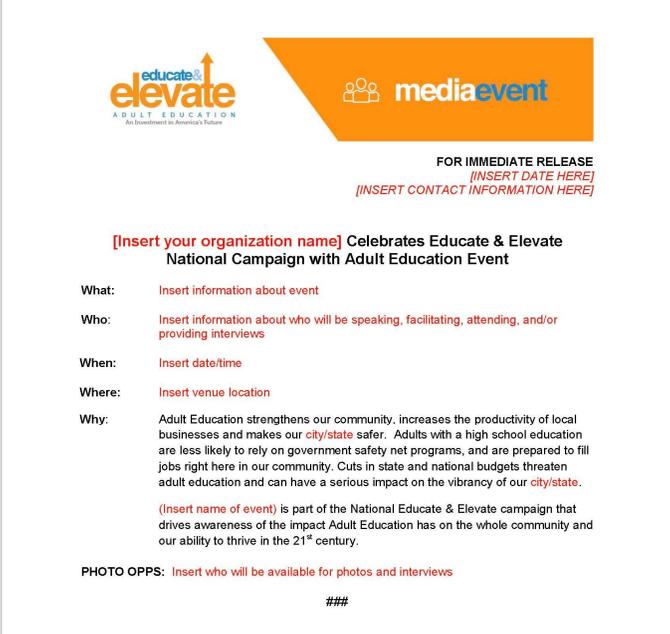
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Use this when you want to invite the media to attend an event

5 W's: Who, What, When, Where, Why

Includes Photo Opportunities

Develop a Media Kit: Fact Sheet; Media Advisory; Organizational Brochure; Data Points; Infographics



The image shows a media advisory template. At the top left is the 'educate & elevate' logo with the tagline 'ADULT EDUCATION An Investment in America's Future'. To its right is an orange banner with a white icon of three people and the text 'mediaevent'. Below the banner, the text reads: 'FOR IMMEDIATE RELEASE', '[INSERT DATE HERE]', and '[INSERT CONTACT INFORMATION HERE]'. The main heading is '[Insert your organization name] Celebrates Educate & Elevate National Campaign with Adult Education Event'. Below this are five sections: 'What:', 'Who:', 'When:', 'Where:', and 'Why:', each followed by a red placeholder text. The 'Why:' section contains a paragraph about adult education's impact. At the bottom, there is a 'PHOTO OPPS:' section with a red placeholder and a '###' symbol.

**educate & elevate**  
ADULT EDUCATION  
An Investment in America's Future

**mediaevent**

FOR IMMEDIATE RELEASE  
[INSERT DATE HERE]  
[INSERT CONTACT INFORMATION HERE]

**[Insert your organization name] Celebrates Educate & Elevate National Campaign with Adult Education Event**

**What:** Insert information about event

**Who:** Insert information about who will be speaking, facilitating, attending, and/or providing interviews

**When:** Insert date/time

**Where:** Insert venue location

**Why:** Adult Education strengthens our community, increases the productivity of local businesses and makes our city/state safer. Adults with a high school education are less likely to rely on government safety net programs, and are prepared to fill jobs right here in our community. Cuts in state and national budgets threaten adult education and can have a serious impact on the vibrancy of our city/state.

(Insert name of event) is part of the National Educate & Elevate campaign that drives awareness of the impact Adult Education has on the whole community and our ability to thrive in the 21<sup>st</sup> century.

**PHOTO OPPS:** Insert who will be available for photos and interviews

###



# Guest Presenter

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**Jo Steigerwald**, Development Officer  
Seeds of Literacy  
Cleveland, Ohio



# Seeds of Literacy: Key Points

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Use Volunteer Committees to Update Media Lists

Think of Unique Ways to Connect to the Media (Thank You Notes;  
In Person Visits)

Pay Attention to What they Cover & Relevant Topics in the Media  
that Align with Adult Ed

Monitor your Coverage

Build the Relationship



# Your Calls to Action!

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Download and Review Webinar #1

Submit Success Stories and Innovations via the Educate & Elevate Campaign Website (Submission Form)

Leverage your Human Interest Success Story + the Campaign Press Release Template to Announce your Participation in the Campaign

Report Coverage in COABE's Learning Forum

Register for the Future Webinars as the Information Builds on Each One to Help you Participate

Post Questions, Comments, Examples of How you Participate in the Learning Forum



# Build Capacity – Webinar Series

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## **Working with Legislators**

Date: July 12, 2017

Time: 11:30 a.m. EDT

## **Hosting a Special Event**

Date: July, 19, 2017

Time: 2:00 p.m. EDT

## **Social Media Strategies**

Date: July 26, 2017

Time: 2:00 p.m. EDT



# Learning Forum

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<https://adulthoodresource.coabe.org/>

Discussion Posts

Peer-to-Peer Learning

Apply the Toolkit &  
Share Successes

Get your Questions  
Answered



Go to Learning Forum  
<https://adulthoodresource.coabe.org/>

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