

Media/Message Coaching

NASW Oregon

June 21, 2010



NASW Oregon - Objective

- Build visibility for NASW Oregon
- Re-shape perception of the Professional Social Worker
- Communicate values of the profession



NASW Oregon Key Audiences

- Print Media – Statewide, local community based
- Community radio and TV
- Universities and students
- Public School system
- Non-profit social service organizations
- State and local human services agencies
- First responders
- Legislators and local elected officials
- Peer professional groups



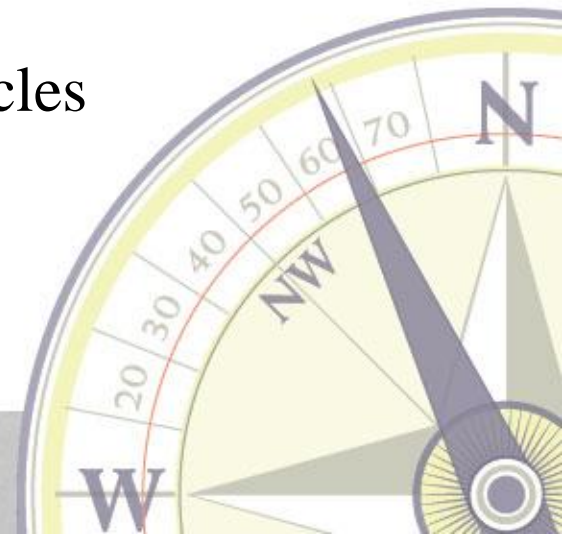
Getting the Message Out

- Media interviews
- Contributed articles
- Op-ed submissions
- Teaching opportunities
- University or community forums
- Non-profit events
- Legislative and other public hearings
- Professional meetings and events
- Direct networking



NASW Oregon Tool Kit

- Messaging, tactics and tools to prepare for media and communications dialogue within their communities
- Current half page biography
- Current photo in electronic format
- Copies of ;published articles or papers
- List of awards, recognition or accomplishments
- NASW Oregon Fact Sheet
- Key Messages - FAQ on NASW Oregon
- Recent NASW OR news releases and articles
- PR activities list
- Tips on identifying newsworthy stories



Why Talk to the Media?

- Quickest route to the general public, opinion makers
- Communicate key messages
- Showcase NASW Oregon Professionals
- Change and enhance image
- Educate
- Further your policy goals
- Manage negative or controversial news
- 3X More effective than advertising



Inside the Journalist's World



- Pride in job, field, role
- Competitive
 - Lead story
 - Beat rivals
 - Awards
 - Promotions/avoid layoffs
- Immense deadline pressure
- Sifting through mountains of information
- Want same day response
- Need reliable sources



Print



- Reporters have beats and draw upon former stories
- They want facts, details
- Conduct long interviews
- May call back several times
- Need time to take notes
- Stories live on forever on Internet
 - Reporters have own blogs now
- May ask who else to interview
- Insulted if asked to review the story



Television



- Live or Taped/local
- Targeting busy, uneducated audience
- If it's taped, you can stop and start over
- Look at the reporter, not the camera
- Photographer may get in personal space to put mic on
- The mic is always on!



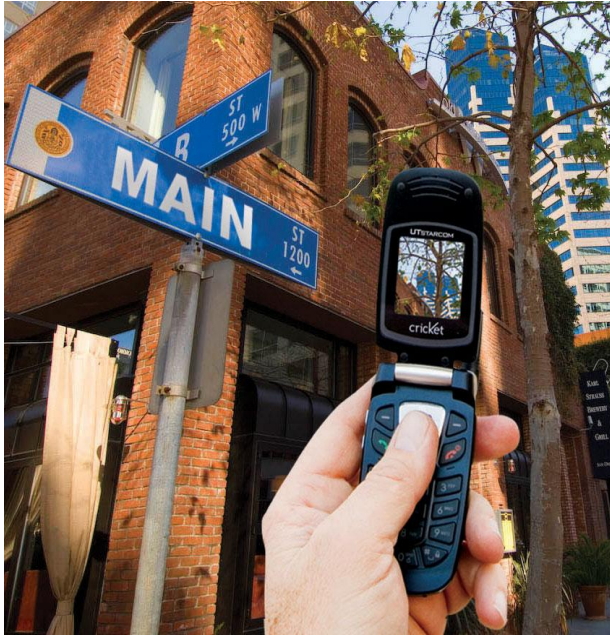
Radio



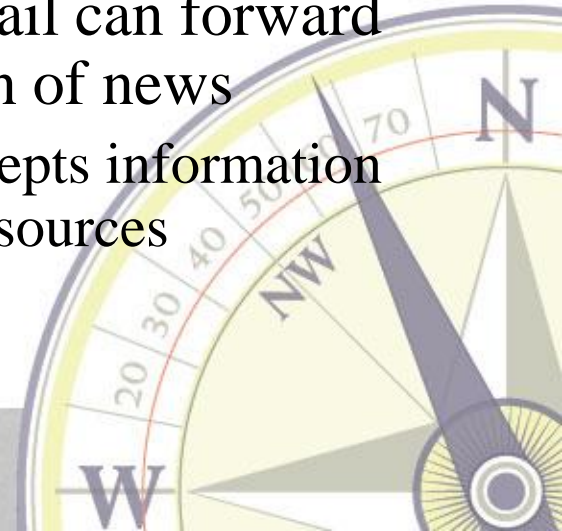
- Reporters want content for a.m. and p.m. drive time
- Can be in studio or on the phone
- OPB, KXL, KEX, KPAM
- Interview can be taped or live
- If live, can be other guests
- Can take call-ins
- Want short sound-bites
 - Eight seconds or less
- Story will re-air many times



Non-traditional Media



- Everyone is now a reporter and/or photographer
 - Anyone with an idea can create news
 - Any cell or i-phone, digital camera, or FLIP can record video or photos
 - Anyone with a Web site or blog can post the news
 - Anyone with email can forward their own version of news
- Traditional media accepts information and video from these sources



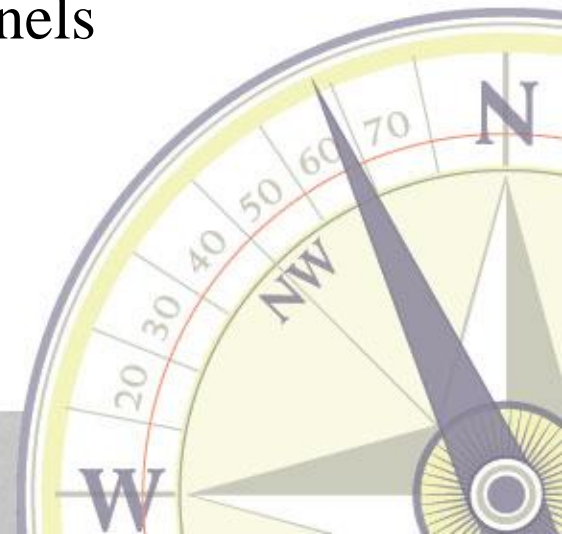
Impact of Non-traditional Media

- Word spreads rapidly
- Smaller audience numbers than traditional media
 - Is rapidly increasing
- High impact because audience has “signed-up” or sought out the information
- More personal, opinionated, inflammatory
- Writers have no rules, follow no ethics, have no training
- Everyone can create content



Monitoring and Responding

- Communications/PR team monitors online blogs, Twitter posts and other social media for NASW references and handles any responses
- You can subscribe to and monitor local outlets
- No-response Policy
 - Risks of opening a dialogue in these channels
 - Information is hard to verify



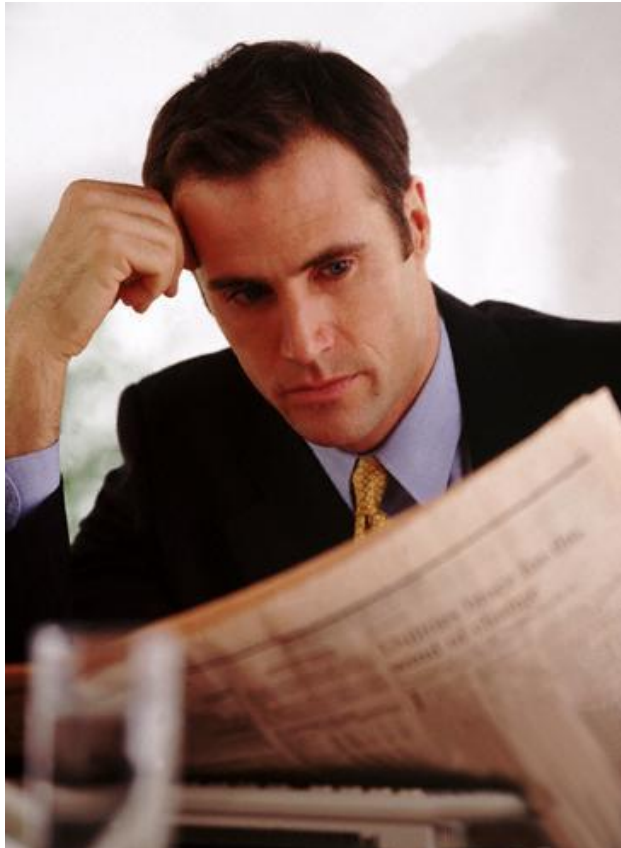
Why NASW Needs You



- You create our reputation
- You are experts
- You have local connections
- You are educating the public
- You are ambassadors to your local community and the state as a whole



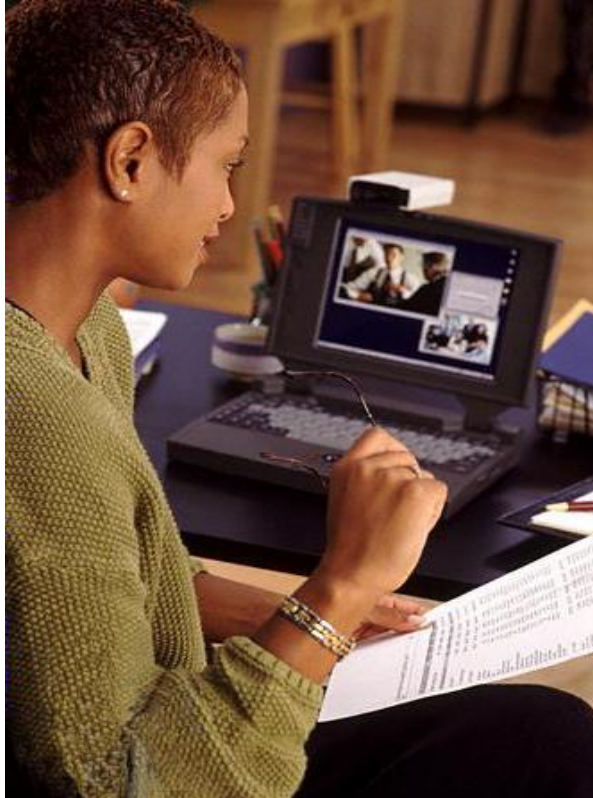
Types of Media Encounters



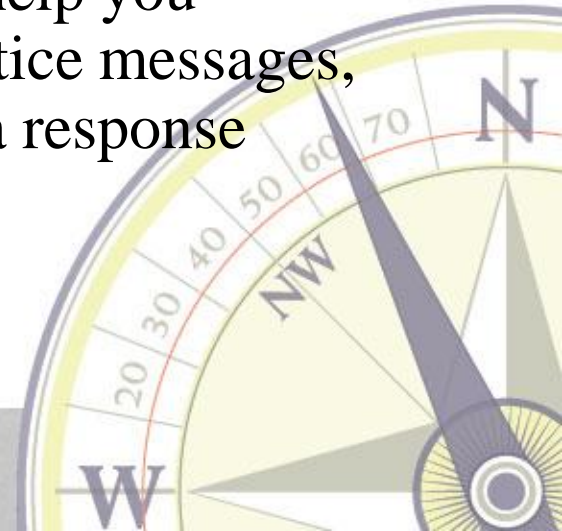
- Unexpected phone call
- Unexpected email/spam
- Pre-arranged interview
- In the community
 - Events
 - Speaking Engagements
 - Panels



If Media Calls



- If called directly, never do the interview at that moment
- Instead be polite, ask story details and deadline, and to call back
- Call appropriate PR contact for next steps (see media process summary)
- PR contact will help you prepare and practice messages, coordinate media response



Role of PR Team

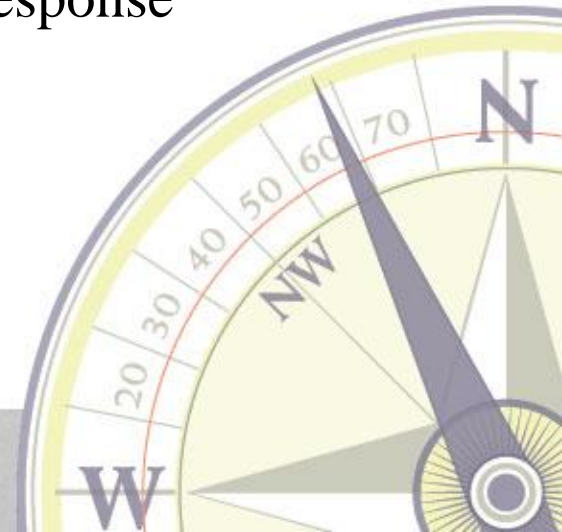
- Build relationships with reporters
- Choose, prepare spokesperson
- Arrange logistics of the interview
- Research, collect background info
- Develop key messages
- Set expectations, negotiate
- Follow-up



Prepare for the Interview



- Prepare your messages
 - What's the headline/lead?
 - What are the 2-3 themes you want to appear in the story?
 - Is empathy required?
- Prepare for the worst
 - Imagine toughest possible question
 - Develop your response
- Practice



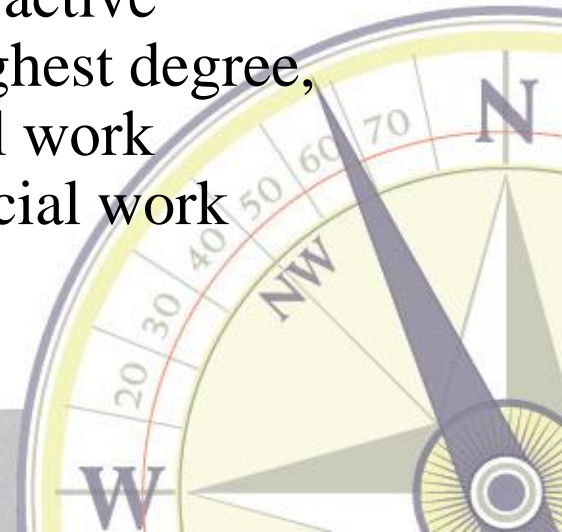
NASW Oregon Key Messages

- NASW Oregon members are professional social workers qualified by education and training to serve the needs of Oregonians.
- The professional social workers of NASW Oregon help people and families **navigate life's choices**. We assist people by helping them cope with issues in their everyday lives, deal with their relationships, and solve personal and family problems.
- At some point in life, everyone will need the help of a professional social worker. NASW Oregon members are there to meet this need with expertise, dedication and ethical practices.



NASW Oregon Key Messages

- After January 1, 2010, to be called a “professional social worker in Oregon a person must have earned a social work degree at the bachelor’s, master’s or doctoral levels, and completed a minimum number of hours in supervised fieldwork.
- The predominant social work degree for NASW Oregon licensed social workers is a master’s degree in social work (MSW). 79% of active practitioners have an MSW as their highest degree, 12% have a bachelor’s degree in social work (BSW), and 2% have a doctorate in social work (PhD).



NASW Oregon Professionals

- Professional social workers are committed to social justice. We serve the underserved, empower the weakened and assist people in crisis.
- Professional social workers are sensitive to cultural and ethnic diversity and strive to end discrimination, oppression, poverty and other forms of social injustice.
- We are sensitive to systemic issues that affect individuals and families, and advocate for policies that remove barriers to success



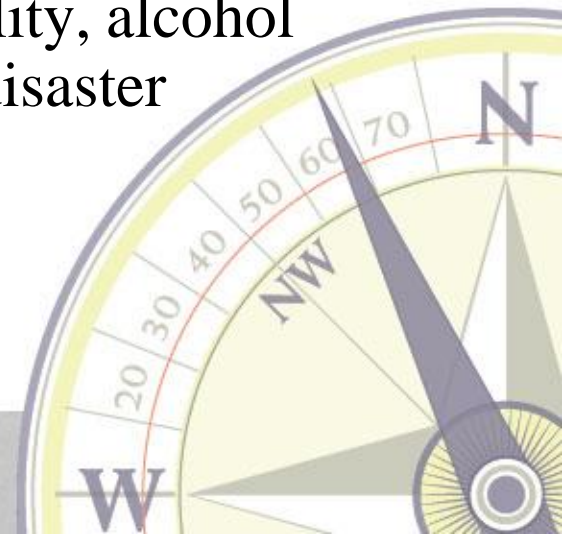
NASW Oregon Key Messages

- Professional social workers conduct research, identify social problems, and advocate for policy solutions.
- We develop and implement programs to address such issues as child abuse, homelessness, substance abuse, poverty and violence.
- NASW Oregon members adhere to the values, principles and standards set forth in the NASW Code of Conduct.



NASW Oregon Key Messages

- Professional social workers provide counsel for many different kinds of situations including crisis, substance abuse, grief and loss, severe mental illness, chronic illness, major medical transitions (transplants), adoption, gerontology, and hospice care.
- We are on the frontlines, responding to human needs such as homelessness, poverty, family break-up, mental illness, physical and mental disability, alcohol and substance abuse, domestic violence, disaster relief, and much more.



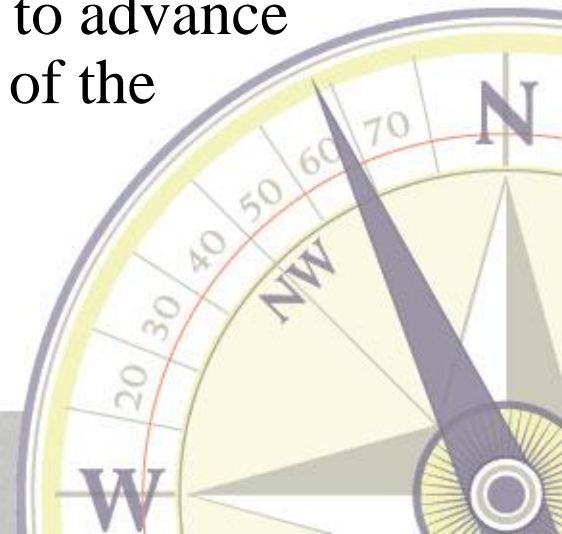
NASW Oregon Key Messages

- Professional social workers treat clients with a variety of problems. These problems are physical, psychological, or social in nature. Virtually all NASW members see at least some clients who experience psychosocial stressors (98%) or mental illness (96%).
- Nationally and in Oregon, professional social workers are the nation's largest provider of mental health services. We provide more mental health services than psychologists and psychiatrists combined.



About NASW Oregon

- NASW Oregon was founded in 1971 and now has 1800 members. It is a state chapter of the NASW, the largest membership organization of professional social workers in the world, with 150,000 members.
- NASW Oregon works to enhance the professional growth and development of its members, to create and maintain standards for the profession, and to advance sound social policies that improve the life of the community.



During the Interview



- Control the interview
- Deliver a topic overview
- Deliver key messages
- Pause and think
 - Don't fill silence
- Use bridging and flagging
 - My main point is...
 - The top three reasons...
- Anything to add?
- Confirm title and name/spelling



Interview Don'ts



- Never say “no comment”
- Don’t go off the record
- Avoid jargon, acronyms
- Don’t guess or speculate
- Don’t respond to hypotheticals
- Don’t be sidetracked by “off topic” questions - refer to NASW Exec.
- Don’t denigrate



Interview Do's



- Make eye contact
- Sit forward
- Use hand gestures
- Be natural
- Vary your voice
- Keep energy level high
- Stay on topic
- Be personable
- Smile



Remember...



- Respond quickly, then buy time
- Connect with PR team
- Prepare and practice
- Use key messages
- Review afterward to learn for future

