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Making the most of Your Message

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"A compelling message, powerfully and personably delivered, inspires, motivates change and builds your brand!"

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I've spent 30 years learning how to do this!!!

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“The medium is the message”- *Marshall Mcluhan*

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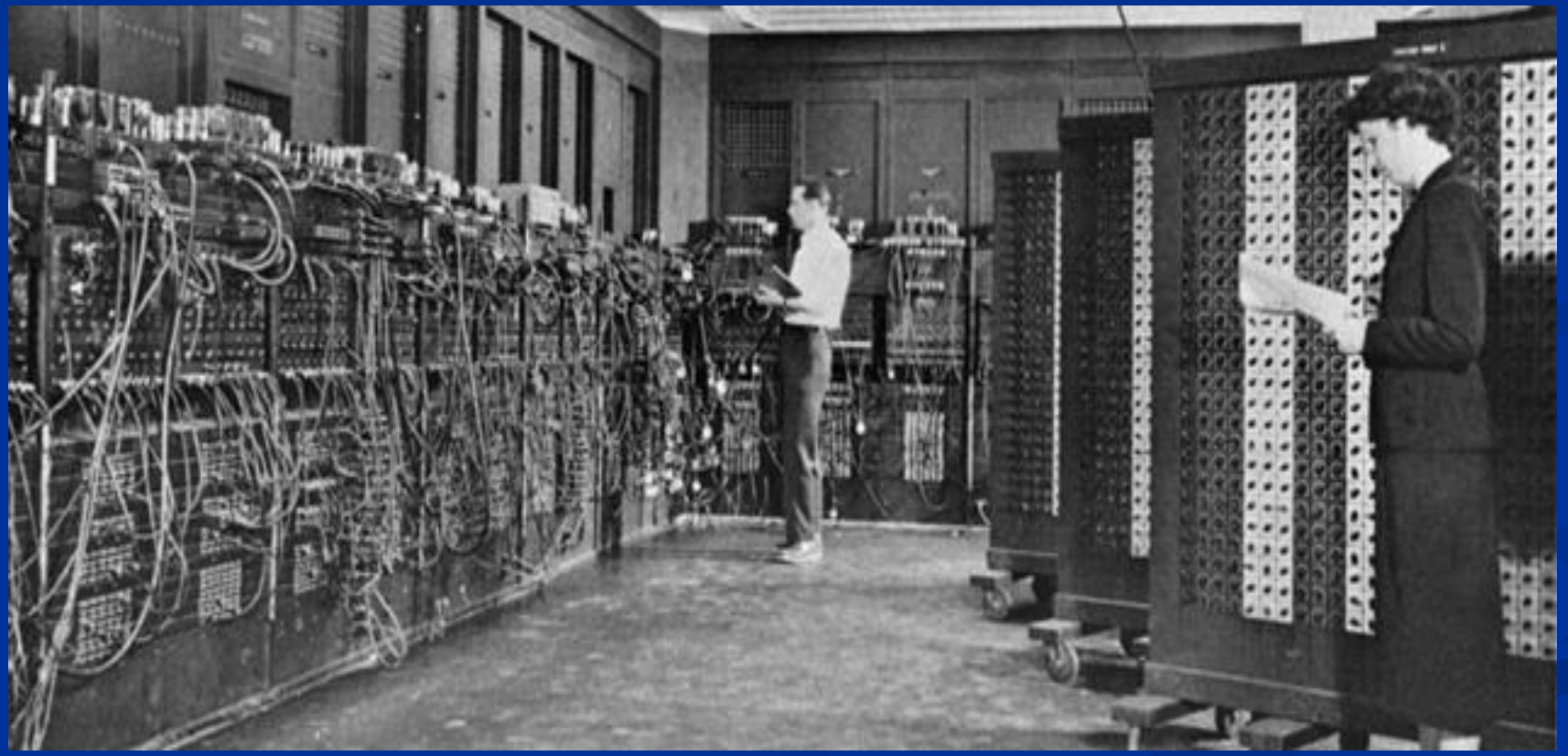
The Computer Age...

"First we build the tools, then they build us." ... *Marshall McLuhan*



The Computer Age...

Necessity of Life

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What about us???

"The greatest discovery of the 21st century will be...Man was not meant to live at the speed of light." - Marshall McLuhan

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Brain's Negative Bias

Fight or flight?

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Time to check-in

Stand, stretch and move!

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Expand the ribcage, release belly!

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Where am I tense?

- Slow down, “be”
- Relax jaw, lips, throat
- Articulate
- Know your range
- Hydrate
- Breathe, pace, pause

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Don’t shout! Sing!

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Be Your Best

Control your surroundings

- Where are you sitting, standing?
- Distractions? Noise?
- Are you comfortable?
- What's behind you?
- Where is the light?
- Where is your eyeline?
- Turn off other devices!

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Be Your Best

Control your presentation

- What are you wearing?
- Check mirror: hair, teeth, make-up?
- Check your space, microphone, computer camera, audio
- Zoom (video) controls, links set?
- Material organized and accessible?
- Notes are ok!
- Stretch, relax, shoulders back
- Breathe, smile!

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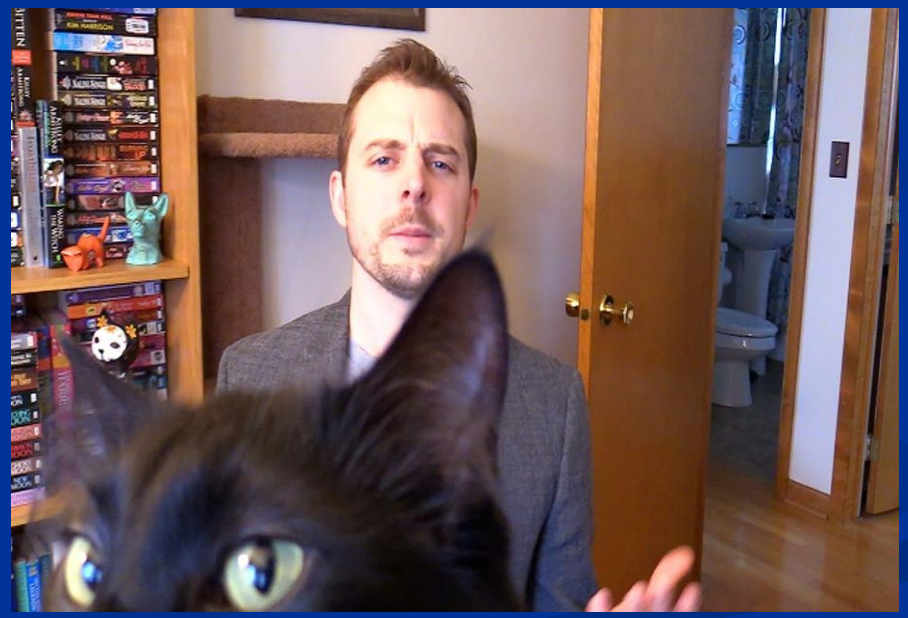
3 "R"s

Be real, relevant and relatable!

It's the human (or feline) connection!



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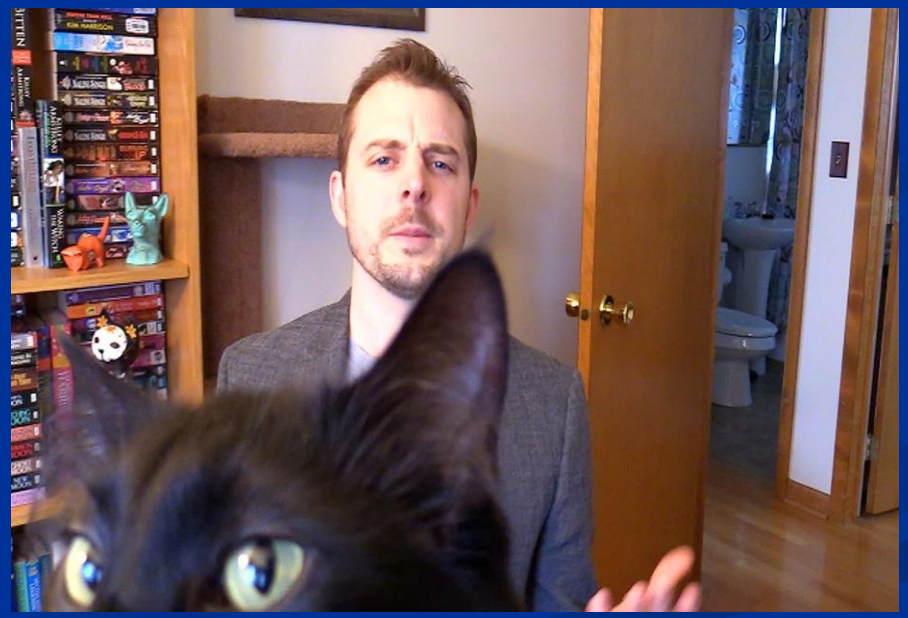
One more “R”...maybe two

Relationships!!!

Research!!!



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That's the Medium...

Now the Message:

- know your audience
- know your stuff, elevator pitch, short active bullets
- telegraph brand messaging
- speak English, conversational
- get personal, real stories?
- ask questions???
- the power of..... the pause

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The Message

Proactive vs. reactive

- what's in the news cycle?
- how can you offer a solution?
- problem? Go to the media before they come to you
- anticipate questions, especially the toughest ones
- be honest, respectful
- be available, NEVER NO COMMENT!

-

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The Message

The News Release

- letterhead: include contact name, ph# and email
- strong headline
- strong lead paragraph,
- strong quote
- 5 W's
- single page
- boiler plate – organization info.

(Letterhead -with website)

Company or Client Name:
Contact: (Your Name)
Telephone:
Email address:

‘**FOR IMMEDIATE RELEASE**’

Headline using CP format upper case and lower case

Dateline, place and date- The body of the release should begin one-third of the way down. The release proper should be all double-spaced for ease of readability and editing.

Use normal indents and consistent spacing between paragraphs. All information should be presented in descending order of importance, ending with the least important items in case last-minute editing results in the bottom of your release being lopped off.

Boiler plate with key company messaging goes at the bottom. You should leave at least a one-inch margin and indicate either the end of your release

(-30-) or that more information follows

(-more)

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The Message

Traditional Media

- When: Tues-Thurs,10am-3pm,
- One week before, then follow-up
- Newspaper: personal contact
- Radio: News, talk show producer
- TV: beat reporter, producer newstips
- Local cable: offer real people
- Contacts available online
- Offer interview/angle suggestions

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The Message

Social Media

- Campaign length, schedule
- Isolate short, messages
- Use questions, coming soon...
- Include basics in all posts
- Contact info, website
- Know your audience
- Linkedin, Instagram, FB?
- Use graphics, images

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Good News is Good Business

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Smile, release endorphins...

...and make others smile ☺

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