

Arts Coordinator Professional Development Series:
Strengthening Our Impact as Instructional Leaders
Visibility & Communication

April 26, 2010

Segment: Focus on Media Relations & Effective Messaging/11:30 a.m.-12:30 p.m.

1. Media Relations – 30 minutes

What key understandings are integral to developing effective media relations?

- PR is persuasion; advertising is direct marketing.
- It's important to cultivate relationships over time – first "pitches" of information don't often result in coverage, but can build relationships.
- "Think local" – local papers and cable stations can offer coverage that is meaningful to your communities. Contact larger outlets for special events.
- "You are there to help them do their job" by providing content that will engage their readers, viewers, or listeners.

What are the primary media outlets, and how do we need to prepare our communications with them?

- The three main categories of message delivery are print, TV and radio, and the internet.
- Print delves most deeply into content. Anticipate questions that might be asked and provide photos with people in them. (Make sure releases have been secured).
- TV works with less in-depth content and is more visual, using video to capture events and for interviews.
- Radio is more like print in being able to go deeper; it depends on strong spokespersons and capturing sounds of experiences/events.
- Internet outlets, such as arts education blogs, can provide thoughtful, on-going coverage of current interests and issues.

What do we need to know about crafting pitches?

- "Pitches" occur mostly via email and need to be succinct. The subject line must grab attention. (LC will share example.)
- Read papers and internet blogs and watch TV and cable access to see what is of interest and to create pitches that are meaningful to the outlets. (LC will share example.)

2. Effective Messaging – 30 minutes

What constitutes effective messaging?

LC will deconstruct the Overarching Message of the *Arts for All* Messaging Matrix to identify what makes it effective.

How can the Arts for All Messaging Matrix help us understand how to structure effective messaging?

LC will

- review how Supporting Messages are more specific than, and Proof Points back up the assertions of, the Overarching Message
- lead participants in examining how messaging can be directed to specific audiences (per the Messaging Matrix).

Why is it important to offer stories?

LC will discuss how effective messaging relies on “stories” that bring message points to life.

JZ will ask Arts Coordinators to consider one of two supporting Arts for All messages and come up with /pair share an example that illustrates its enactment in their district.