



CALIFORNIA
STATE PARKS
FOUNDATION


Technical Assistance Center Webinar

“5 Steps to a Communications Strategy”



FULL COURT PRESS
COMMUNICATIONS


Upcoming TAC Communications Activities



Webinar – “Finding Your Key Messages, Talking with the Media”
Monday, October 28, 11 a.m. to noon



Webinar – “Social Media”
Wednesday, November 13, 11 a.m. to noon



One-On-One Communications Consulting
Deadline to apply is Monday, October 21 at 5 p.m.



Contact Gabby for more information via email (gabrielle@calparks.org)



Meet the Full Court Press Team



Dan Cohen, Principal

Sarah Hersh, Senior Communications Counselor

Zoe Woodcraft, Communications Counselor



“5 Steps to a Communications Strategy”



What is Success? How Do You Get There?

- Planning now means success later
- Do a few things really well – prioritize
- Stay focused on your goals
- Use the media & dissemination strategies to achieve them



Make a Plan to Communicate

- Make communications an organizational priority & write it down
- Think “Dissemination” not “Media Relations”
 - Go beyond the media
 - Own your target audience
- Utilize proven resources & ask for help
 - Smart Chart
 - Communications training
 - Ask your team



We Can All Do This!



So...You're New to This?

- You already have the skills
 - You can think
 - You can write
 - You can use a telephone
- All of your daily work skills are transferable
 - Persuasion
 - Cajoling
 - Consensus building



Public Speaking Fundamentals

- Be prepared
- Do your homework
- Is it better to be right? Or effective
 - Being right means you need to be confrontational
 - Being effective means you actually make headway
- Connect – dry facts won't do it
- Always come home to your key messages
 - Regardless of the question asked, know the top issues you want to discuss and always come back to them



YOU are the network...

You know the field and have the “rolodex”

You have the network & are doing the networking

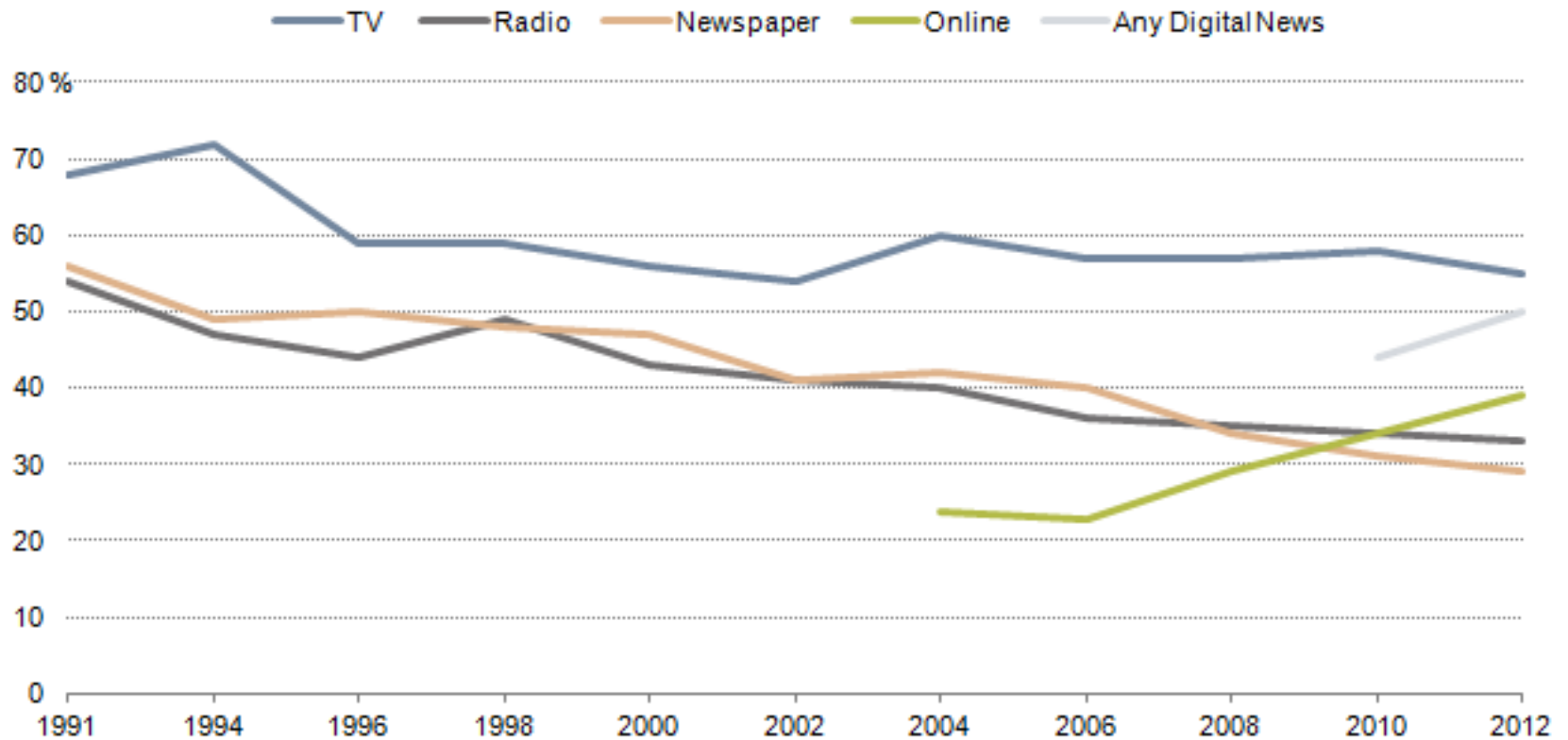
You are visible to communities that matter

You are the frontline of communications

TV and Digital News Rule

Digital Grows Again as a Source for News

Percentage of Respondents Who Got News "Yesterday" From Each Platform

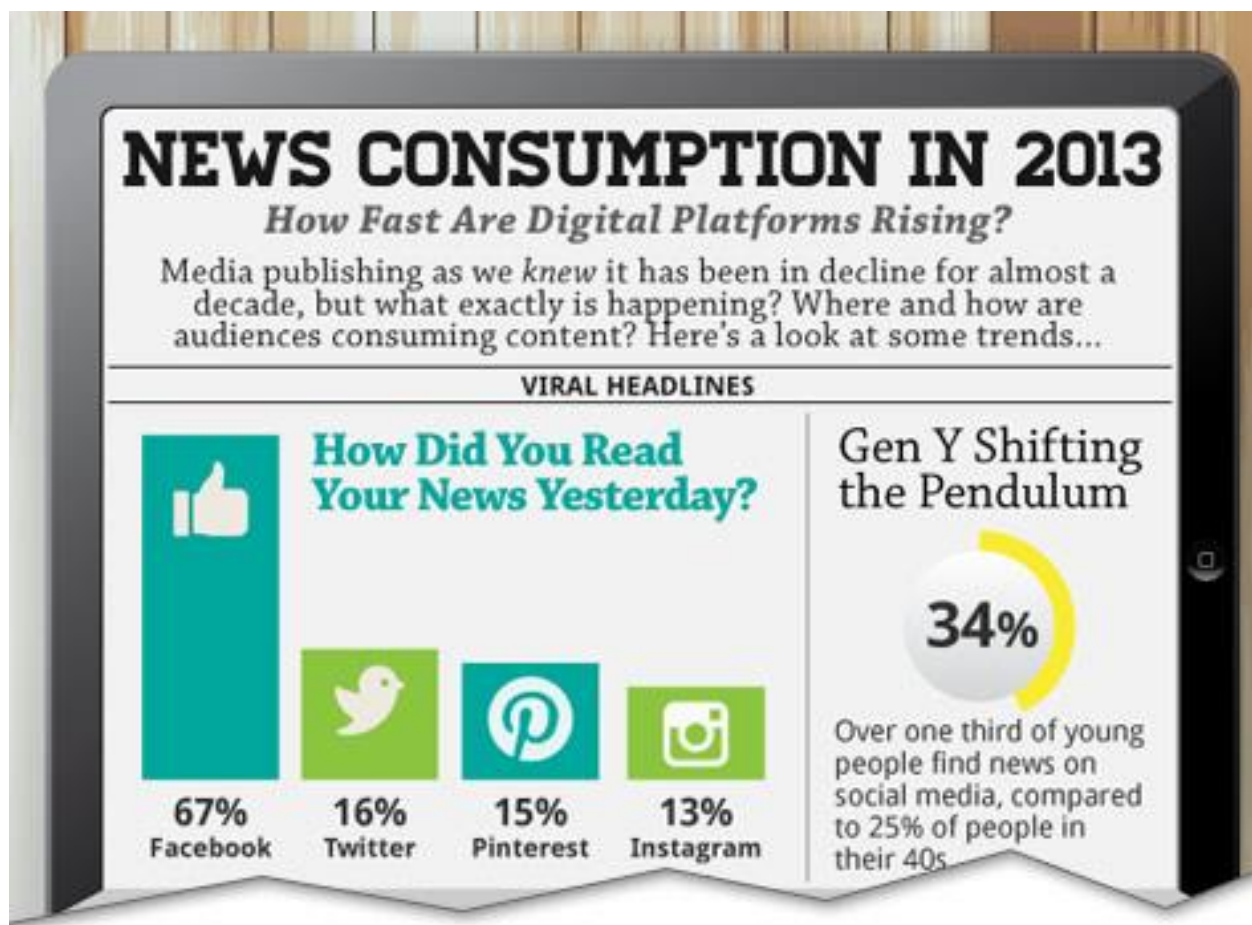


Source: Pew Research Center

PEW RESEARCH CENTER

2013 STATE OF THE NEWS MEDIA

The Growth of News Consumption in Social Media



What Guides Our Communications?

- Passion vs. Getting it Right
- Think 1992 Campaign
 - “It’s the economy, stupid.”
 - Focus on what works
- You can’t convince everyone.
 - **Empower** your supporters
 - **Educate** the neutrals (give them a home)
 - **Ignore** (and/or isolate) the hostiles



THE BIG 5 QUESTIONS

What are you trying to achieve? Can you make it SMART?

Who is your key decision maker? Who determines your success & who influences him/her?

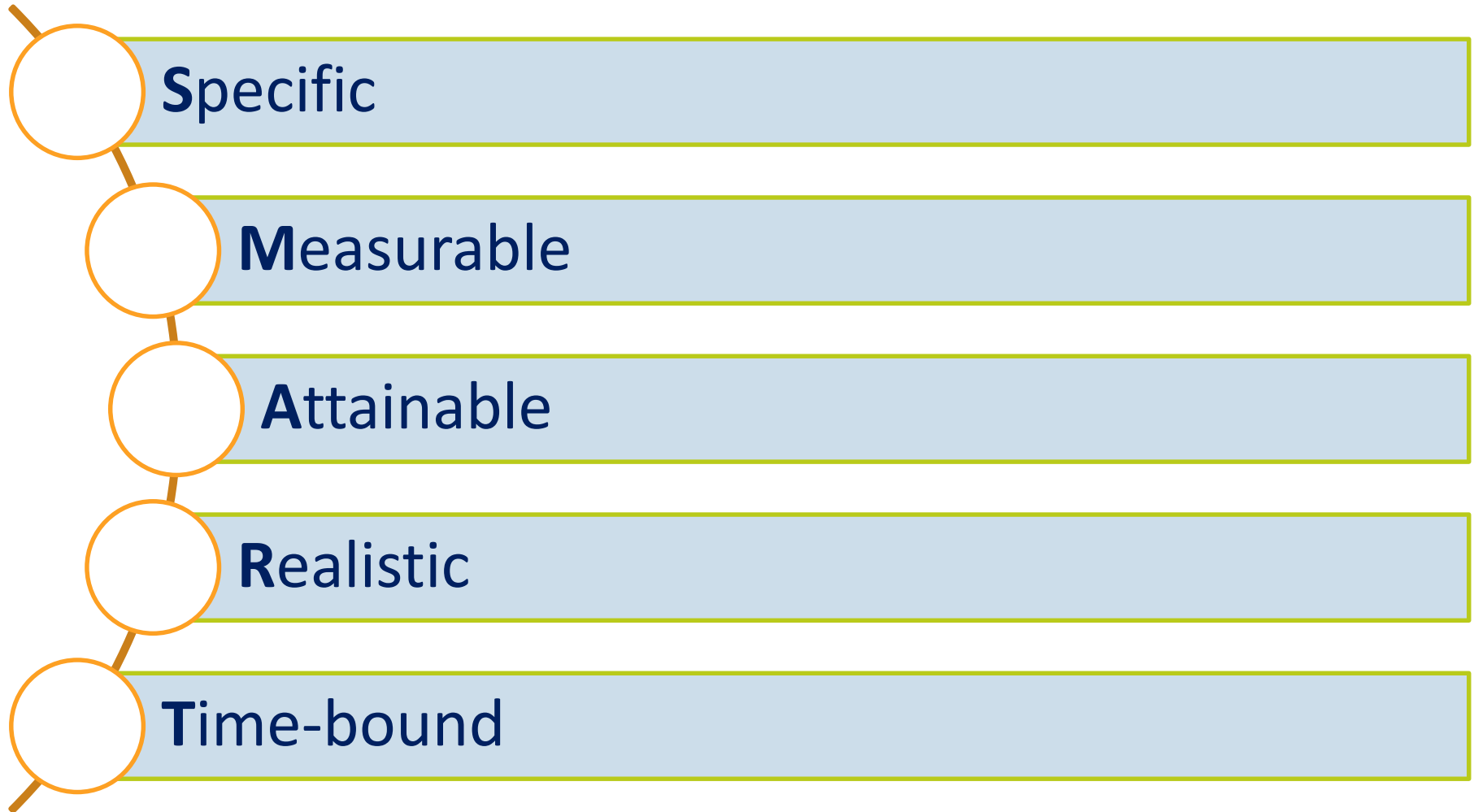
What are your assets/challenges?

Given that – who is your target audience and what do they need to hear?

What tactics are in your toolbox (and one is social media) and what are your timings & milestones?



What objective are you trying to achieve? Is it SMART?



What objective are you trying to achieve? Is it SMART?

What is the hardest element to envision?

How could you be more specific?

What “new” things could you measure?



Visualize One Year – What's ONE Step I can take



1 Year Later

By January, I can...

By May, I can...

By September, I can...

By January, I can...

What are our assets and challenges?

What is your organizational superpower?

What do **YOU** do well? What does your star colleague do well?

How do you answer the question, “**Only We?**”

What good news/resources are coming soon?

Who else is out there? Who’s doing it better?

Who is your face?



Thinking about your audiences

YOUR KEY AUDIENCES ARE:

- Community Leaders
- Community Members
- Funders
- Donors



How **READY** are they to hear what you are saying?

What are they already thinking about you?

What other audiences are out there?

- Who else matters? Think “narrow.”
- Who influences those audiences – and how can you find them?
- What are the best ways to reach the audience?

Shrink and surround them!



Tactical Decisions – what tools can we use?

Start with the things you control

Pick one new target-centric tool

Think – quick, easy, fast, and learn



Thinking about your audiences

What News?	Who Needs to Hear it? <i>List all key audiences</i>	In What Format? <i>Note the communications channel</i>	By When?	From Whom Do They Need to Hear It?



BEYOND the Mainstream Media

THINKING BEYOND

- Where is your target audience?
- Who do they rely on for information?
- How do they make decisions?



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Stay in Touch

Technical Assistance Center

Gabrielle Ohayon, Technical Assistance Center Manager

415-262-4907 / gabrielle@calparks.org

Full Court Press Communications

Dan Cohen, Principal

510-271-0640 / Dan@fcpcommunications.com / @dcstpaul

@fullcourtpress / www.fcpcommunications.com

