

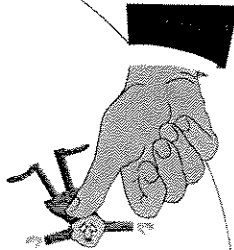
Why Communications? Why Media?

- Humans *need* to communicate
- It *gives us* and our work *recognition*
- It *attracts clients*
- It *attracts support*
- It *makes us more effective*



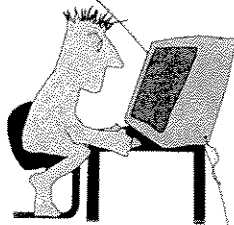
We often hate and distrust the communications media

- Exaggeration
- Negativity
- Cynicism & Pessimism
- Excessive conflict & violence
- Obsession with big-shots: celebrities and authorities



... Yet we also love the media

- We rely on media for news & info from elsewhere
- We use media everywhere
 - radios in cars
 - TV at home
 - newspapers, magazines
 - movies as myths



What are your organization's goals?

- Be a major influence in your issue area
- Expand programs to five other cities
- Accomplish meaningful change in your area
- Be self-sustaining
- Pass legislation



We Need to Define Our Message

- Can we state it in one or two sentences?
- Does our media work & publicity reflect this message?
- Can a visual image convey this message?
- What stories convey this message?



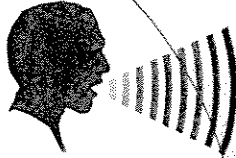
What Stories Convey This Message

- Attacking a Problem
- Finding a Solution
- Confronting a Conflict
- Making a Fresh Start
- Doing Something New
- Doing Something Unusual



Who Are Our Messengers or Spokespersons?

- Leaders
- Communications staff
- Subjects of our stories
- Outside friends/supporters
- Experts who verify our work



Is It TV or Print Story?

- If TV, what are your visuals
 - charts
 - locations
 - props
 - signs

