

# Leadership Conference – PR Session

*Sunday, September 11, 2016*

*8:30am – 9:45am*

***Special Olympics***  
*Pennsylvania*



Thrilled to be here!



**Rachel Pell**

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*Assistant Director*



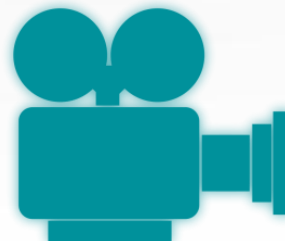
**PennState**

Strategic Communications



# Our time together

- Preparing a compelling story
- Discussing how to identify the right story to tell
- Developing of key assets and materials
- Using social channels – minimal time and high impact
- Reaching your community – success!



# Storytelling

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# *Storytelling* – why so important?



- Illuminates emotional aspect
- Connects people emotionally with importance of Special Olympics mission
- People relate better to emotion



# *Power* of storytelling



- Raises awareness and increases understanding.
- Illustrates common experiences
- Humanizes and gives value to athlete experience

# *Finding* the right story

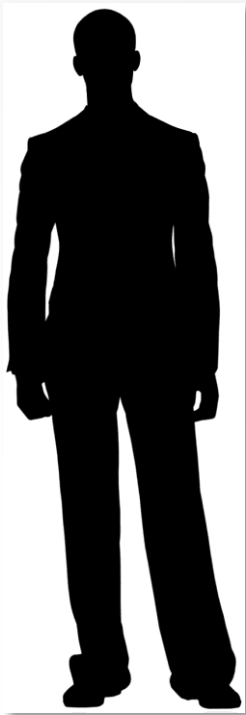


- How do you choose?
- What makes you sit up and take notice?
- Who or what are people talking about at competitions?

# *Finding* the right person to tell the story



Incorporate athlete speeches/testimonials into events:



## Good spokespeople:

- Global Messengers
- Coaches and volunteers

## Qualities:

- Have good stories to tell
- Inspirational
- Convey passion



# The Good...and The Bad...



**OR**



# Capturing the moment



## What worked? What didn't?

### *Tips for good video*

- ✓ Steady/in focus
- ✓ Horizontal
- ✓ Rule of thirds
- ✓ Lighting
- ✓ Sound quality

# Interactive Exercise

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# Interactive Exercise - #1



# Creating the Content

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# *Create* your materials



- Define goals. What do you want to accomplish?
- Ask yourself key questions:
  - ✓ Who am I trying to reach?
  - ✓ Will these people see a flyer? A TV interview? Listen to the radio? See us on social media?
  - ✓ Budget?
  - ✓ How many different items should I make?
  - ✓ Timing – when should I launch?

# Reaching your community – *success!*



## ***Use your local media***

- ✓ E-mail
- ✓ Traditional mailer
- ✓ Phone (yes, people still TALK on them!)

**PITTSBURGH'S ACTION NEWS 4**

**WTAE Pittsburgh's Action News 4 - Breaking news ...**  
The 2016 Special Olympics Pennsylvania Winter Games have begun at Seven Springs Mountain Resort. The competition began Sunday night and features alpine ...  
3.0/5.0 stars – 1,425 ratings

A screenshot of a news broadcast from WTAE Pittsburgh's Action News 4. The image shows the station's logo on the left, which includes the text "PITTSBURGH'S ACTION NEWS 4" and a large number "4" inside a circle. To the right of the logo, there is a news headline: "WTAE Pittsburgh's Action News 4 - Breaking news ..." followed by a paragraph of text: "The 2016 Special Olympics Pennsylvania Winter Games have begun at Seven Springs Mountain Resort. The competition began Sunday night and features alpine ..." and a rating: "3.0/5.0 stars – 1,425 ratings".

# Reaching your community – *success!*



- Generate local awareness and engagement
- Use your local media
- Communicate often





# Reaching your community – *success!*



## ***Generate local awareness and engagement***

- ✓ Upcoming events (competition/fundraisers)
- ✓ Athlete or volunteer recruitment
- ✓ Feature stories
- ✓ PSA's

# Reaching your community – *success!*



## ***Communicate often***

- ✓ E-mail blast
- ✓ “The Doctor” is in
- ✓ Supermarkets/college campuses  
(pull-off tabs)

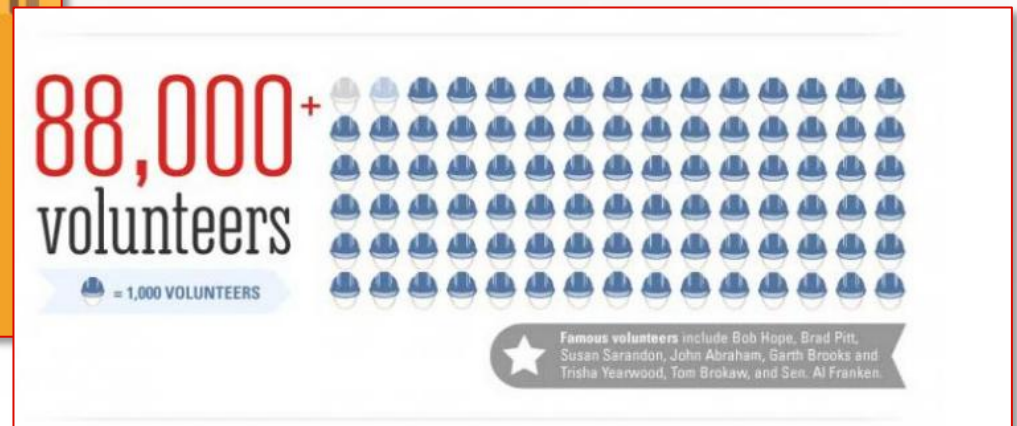


# Infographics and data visualization



...it can be very easy!

...but make it **simple** and **clear**



# Ask your questions?



## ***Tool Kit***

- Press Release
- Public Service Announcement (PSA)
- Media Alert
- Media Lists
- Event Flyer
- Quote from spokespeople

# Interactive Exercise

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# Interactive Exercise - #2



*What do you want people to know?  
What do you want them to say about you?  
What do you want them to do?  
Be consistent*

# Take Your Message Social

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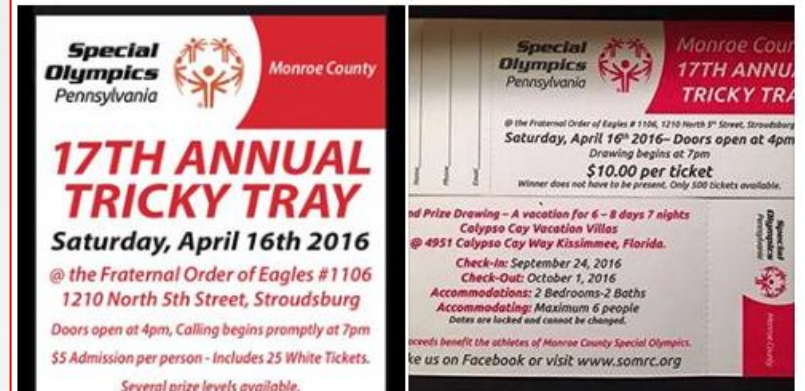
# Making the most of social channels



## Planning

- ✓ Who are your audiences?
- ✓ Who is already talking about SOPA?
- ✓ What are they saying?
- ✓ Content calendar

Tricky Tray is just 3 days away!! Come out and enjoy a day filled with smiles food fun and lots of prizes!! Florida trip raffle tickets still for sale, \$10 each!! All proceeds benefit the amazing athletes of Monroe County! Message me if you have any questions!





Like Comment Share

14

2 shares

View 3 more comments

 **Amanda Miller** Ok great! I'm gonna come:) can I still buy the raffle tickets there?  
Like · Reply · April 13 at 10:43am

 **Taraz Crowley** Yes we will be selling Florida raffle tickets there  
Like · Reply · April 13 at 11:00am

 **Amanda Miller** Ok thank you  
Like · Reply · April 13 at 11:32am

 **Kerri Manning** Zac Cerino check your inbox maybe the filtered one.  
Like · Reply · July 15 at 5:48am

Write a comment...



# *Making* the most of social channels



- Write some POV articles and share via LinkedIn
- Highlight athletes and tie back to larger organization; drive social sharing



- Create a series of tweets, use consistent #hashtags #SOPA (support each other!)
- Create a series of tweets to drive to one event or fundraiser



- Profile individuals on Facebook
- Create a group on Facebook to do a fundraising event
- Ask friends to share with their friends
- Target local media via their social channels

# Making the most of social channels



## Advertising

- ✓ Create Facebook events – sharing and reminders help keep your activities top of mind
- ✓ Share on Twitter
- ✓ Powerful, eye-catching images/quotes attract people

# *Making* the most of social channels



## ***Building community***

- ✓ Focus on participants and volunteers
- ✓ Ask audience to share stories and experiences
- ✓ Consider long-distance participation via streaming video: Facebook Live or Periscope
- ✓ LinkedIn
  - More professional
  - Strong place to build reputation

# Interactive Exercise

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# Interactive Exercise - #3



One could change the world with one hundred and forty characters.

*GET YOUR  
STICKIES!*



# Questions?

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# Thank You!

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