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# 2023 Public Relations & Media Training

## Press Plan, Qs & Training

# Today's Presentation

- ❑ PR & Press Plan/Update
- ❑ Media Training
- ❑ Questions



# Key Dates

- Early Giving opens – Aug. 17
- Deadline for Day-of-Service – Aug. 25
- Advance “Category” Events between – between now and Aug. 25
- Day-of-giving – Sept. 7 (Thurs)
- Day-of-service – Sept. 8 (Fri)



# Secured Media Sponsors



Google Ads





# Paid + In-Kind Media Trade Partners



- One month of On-Air Radio Campaign on KPBS-FM – 12 spots
- Monthly Listing as Sponsor on KPBS.org
- 100,000 impressions
  - 300x250 / 728x90 / 320x50 ad sizes
- 25,000 impressions
  - :15 pre-roll/mid-roll talent-read audio message
- 25,000 impressions
  - :15 pre-roll talent-read audio message

# Paid + In-Kind Media Trade Partners

## RANCH&COAST

San Diego's Luxury Lifestyle Magazine

- Advertising in publication: One (1) Half-Page Ad — **August issue**
- Digital advertising: One (1) Web site ad placement, size 300x250 pixels — **Aug 1-Sept. 7**
- One (1) e-newsletter sponsorship ad — **w/o Sept. 4-8**
- Editorial inclusion of the event within one (1) e-newsletter — **w/o Sept. 4-8**
- Social Media Engagement: Facebook, Twitter, LinkedIn, Instagram posts (1 per platform) leading up to the event — **TBD, per R&C**
- One (1) Dedicated E-Blast to our 11,000+ email recipients — **Wednesday, Sept. 6**
- Editorial piece within magazine's Attend section to promote upcoming event — **August issue**
- Editorial piece to also run online on *Ranch & Coast's* Web site — **August issue**

## RANCH&COAST

San Diego's Ultimate Lifestyle Magazine

### ATTEND

BENEFITS | LEISURE | CULTURE



**San Diego Gives**  
SEPTEMBER 8 | VIRTUAL EVENT

San Diego Gives, a fundraising program for San Diego-based nonprofits, presents a countywide day of giving. This year, 327 organizations have signed on to participate, 30 percent above the organizer's goal. San Diegans can give now through the end of September 8 to their favorite charities, which can be filtered by categories including Animals, Education, Environment, Military and Humanitarian Aid, and more. There is also an interactive map where San Diegans can give by neighborhood. This year, San Diego Gives aims to raise at least \$2 million for participating nonprofits, provide 25+ unique nonprofit and donor learning opportunities through San Diego Gives University, engage a minimum of 4,000 donors, and inform the community about local needs and nonprofit responses through at least 50 stories of impact online on its website and on its social media platforms. San Diego Gives thoroughly vets every participating nonprofit to ensure they demonstrate a commitment to serving the greater San Diego area, represent a variety of populations and causes served by programs and services, commit to keeping all funds raised in the greater San Diego area, and have a proven track record of fiscal responsibility. [sandiegogives.org](http://sandiegogives.org)

# San Diego Gives PR Campaign

## Promote Campaign

- Local, earned media placements in high-profile outlets.
  - Digital, print & broadcast coverage.
    - Press release(s)
    - Print & digital outlets
    - Broadcast segments & stories



# San Diego Gives Publicity

## Opportunities

- Feature stories
- Day-of giving profiles
  - Live/on-location
  - In-studio segment
- Category preview events
- Social media highlights





# Pre “Category” Events

- Aug. 19: Back-to-school drive
- Aug. 25: Food & diaper exchange
- Sept. 1: Gleaning Event, led by Produce Good



# Communicating with the Media

## San Diego Gives Media Queries:

- Obtain the reporter's name, publication, phone number and/or email address.
- Confirm whether the reporter is on a tight deadline.
- Share that all inquiries are coordinated through Bloom Public Relations and that a Bloom team member will respond shortly.
- Forward all media inquiries/messages to Sara at [sara@bloomPRSanDiego.com](mailto:sara@bloomPRSanDiego.com).
- Scatena Daniels Communications is assisting with outreach. Please send any BIPOC-related media inquiries (i.e. Spanish media, Black media, Asian media, etc.) to both Bloom PR and Scatena Daniels. Ann Marie Price, Scatena Daniels Communications, 619-309-6492 (cell), [annmarie@scatenadaniels.com](mailto:annmarie@scatenadaniels.com).
- Share any overall program media outreach ideas with Bloom PR.

# Making the Most of SDG



1. Public Relations
2. Social Media
3. "Live Local, Give Local" Podcast



# Social Media

@SanDiegoGives

- Facebook
- Instagram
- LinkedIn
- Twitter

Hashtags:

- #sandiegogives
- #givelocal
- #supportcommunity
- #sandiego

\*\*Like & share on all platforms





# Next Steps...

- ❑ Participation on these calls 😊
- ❑ Email interest in PR or social – [Sara@BloomPRSanDiego.com](mailto:Sara@BloomPRSanDiego.com)
- ❑ Post & share on social media  
(graphics & copy provided in weekly emails)

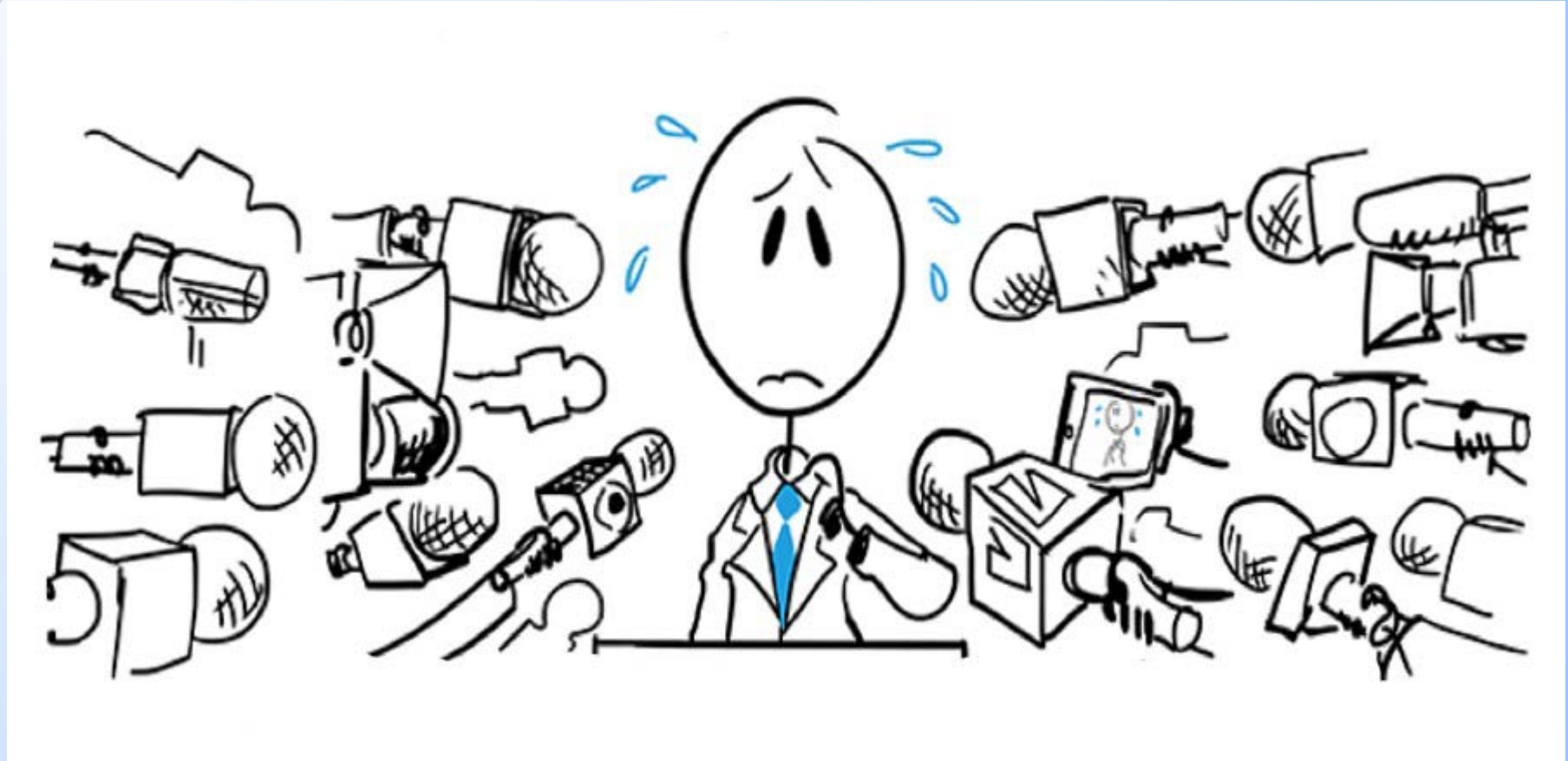


# Campaign Questions?



ANY  
QUESTIONS

# Media Training Tips



# General Media Training Tips

- Deliver YOUR messages
  - Transition to your message points.
- Body language says as much or more than words
  - Convey confidence and trustworthiness.
- Say the most important things first
  - A simple concise “soundbite” creates greater impact, better comprehension and increases its likelihood to be used in the news report.
- Tell stories rather than answer questions
  - Paint mental pictures for the audience.
- Clearly and persuasively convey your message without distracting “ums” and “you knows”
- A bottle of water may warm up your media crew



# 7 Tips for Working with the Media



## Develop Solid Relationships

- Be available when the media calls
- Respond promptly
- Respect deadlines
- Be forthright and honest

## Know The Media

## Create and Focus on Key Messages

## Be a Broken Record

- Don't be afraid to be repetitive
- Talk in soundbites

## Maintain Control

- Don't be intimidated
- Never feel pressured to respond

## Take Advantage of Live Interviews

- Control of message

## Make the Reporter's Job "Easy"

- Supply info upfront/organized
- Provide post info promptly

# The Art of Storytelling

- Keep it short
- Don't get hung up on details
- Never wait for a reaction
- Tell your story in one go
- Make sure your story has a good ending
- Watch your listener
- Adjust your story accordingly
- Maintain velocity



# What to Wear

## **Clothing**

Classic clothing with simple lines and plain patterns work best. Avoid checkered, plaid or 'busy' patterns

## **Colors**

Bright colors generally look best. Blues and greys with a bright accent color will work. Avoid wearing white, it tends to trail with movement

## **Glasses**

If you don't have to wear them, great. Glasses tend to pick up lights, especially photo or gray lenses, which look like sunglasses on camera

## **Hair**

Keep it off your face and if you color your hair and have time, get the roots done. Dark roots stand out on TV

## **Jewelry**

Keep the jewelry simple and not overwhelming

## **Accessories**

Avoid big scarves, frilly collars or anything that will take attention away from your face

## **Make-up**

Daily makeup will work well on television, though you may want a little heavier base

## **Shaving**

If time allows, shave prior to the interview. The camera accentuates a 5 o'clock shadow

# Media Training Questions?

