

TALKING ABOUT THE TOOLKIT:

*What do I say? How do I say it?
Who should I be talking to?*



**A Messaging Webinar for
Members of Winning Beginning NY**

Who is giving all this advice?



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Talking About the Toolkit



Without you , this is just a nice folder with cute pictures!

Many organizations will be sending this type of information to candidates this election season and it will *sit in a pile* – unless someone **“brings it to life”** with energy, passion and a personal story.

That’s your mission – should you choose to accept it!

1) What do I say?

Knowing the Key Messages



If you ever want to see a GREAT example of sticking to “key messages,” tune in to Meet the Press, Sunday mornings on NBC!

2) How do I say it?

Being memorable and getting what you want



While we don't recommend jumping on the couch at a candidate's office, you should find a way to make yourself or your issues memorable!

3) Who should I be talking to?



If you remember only *one* thing today...



This is the tale of the suitcase vs. the shot glass. Whatever libation you pour into the shot glass, you know that is EXACTLY what will come out – pure and undiluted. Compare that to a suitcase, where you could stick in your hand and who know what might emerge! Keep these images in mind when you are preparing your key messages!

Key Messages



Ever watch Robert Gibbs, President Obama's spokesperson, getting interviewed on *Today* or *Good Morning America*?

Watch him next time. No matter what question they throw at him, he sticks to his key messages.

That's message discipline!

Message Discipline!

Key Messages

- *Children who start behind, stay behind. Winning Beginning NY is the state's early care and learning coalition, focusing on prenatal to age 8.*

This election season, we support four key priorities that not only benefit our children and families, but benefit our economy as well:

- 4 key messages +3 supporting facts (see worksheet)
- Why do they care? Why do you?
- Paint “word pictures”
- Remember your ABC's (**A**void jargon; **B**e brief; **C**liches, analogies and statistics are helpful tools)
- The mirror is your friend!

Being Memorable & Getting What You Want

More than 90% of what you communicate is
how you look and *how you sound*
when you are saying it!

Brevity
Passion
Concise
Clarity
Energy



Expressive
Inspirational
Varied Tone
Flexible
Cooperative

Being Memorable & Getting What You Want: Meeting with Candidates/Elected Officials

Step 1: Remember: candidates work for you. And, you are a voter – and can influence other voters. They *want* to get to know you!

Step 2: Do your homework/write a script for the call (who you are, where you're from, that you'd like 15 minutes to meet with the candidate)

Step 3: Make the call to get on the calendar; if you get a staffer, not the candidate, that can actually be an advantage!

Step 4: Prepare

- Who is going? Is there someone you can bring who tells a compelling personal story?
- What is each person's role?
- What is the "constituent connection?"
- Do your homework – *what is his/her background? why should he/she care about your issues?*
- Practice your key messages in the mirror!
- Bring your camera and ask for a photo!

Being Memorable & Getting What You Want: Meeting with Candidates/Elected Officials



Don't forget the
*"People Magazine
Phenomenon"*

Everyone *loves* stories
about people!

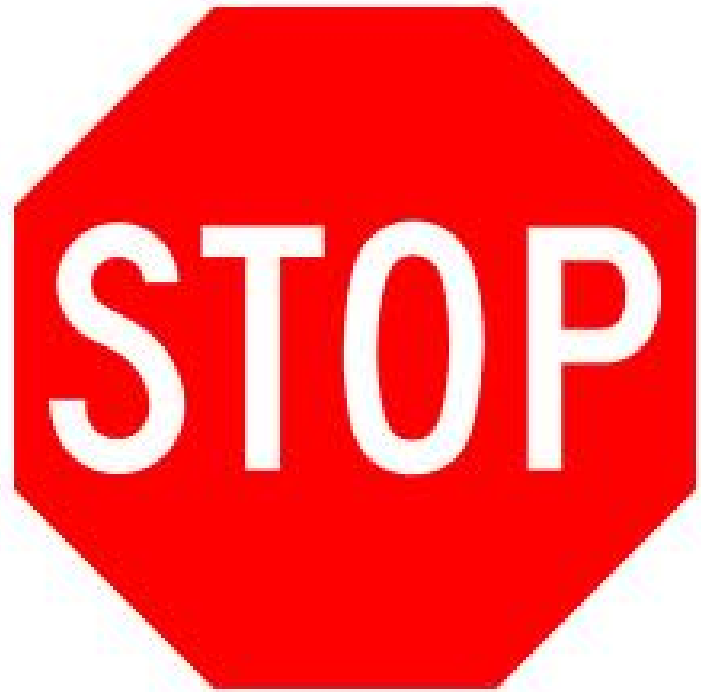
Being Memorable & Getting What You Want: Meeting with Candidates/Elected Officials

Tips for a successful meeting:



- **Be brief!**
- Make a personal connection
- Be prompt and patient
- **Be brief!**
- Never be afraid to say:
 “I don’t know”
- This is NOT a normal conversation!
- **Be brief!**

Being Memorable & Getting What You Want: Meeting with Candidates/Elected Officials



When you are done delivering your key messages, **smile and stop!** Don't try to "fill the silence" by continuing to talk – you are diluting what's in the shot glass! Give the listener a chance to process what you said and then ask questions!

Thou Shalt-Nots for Advocacy

- Do NOT argue with a candidate/staffer
- Do NOT be late and don't run over
- **Do NOT do all the talking**
- Do NOT let the legislator interview you
- **Do NOT attempt to extract promises that day**
- Do NOT negotiate with the candidate
- Do NOT comment on a differing opinion, unless you feel you have been misunderstood
- **DO NOT RAMBLE ON!**

Ending the Meeting and Following Up

- Say thank you
- Make yourself available – invite the candidate to tour your facility, meet parents/employees
- Leave behind Tool Kit
- Ask for a picture!
- Mail a thank you **letter** that reiterates your key points and includes contact info; send the photo with names/titles

Who Should I Be Talking To?

Reaching Out to Reporters



Same rules apply when talking to reporters: give them enough to fill a shot glass – not a whole suitcase. Stick to your key messages, and that is what they will write about!

Reaching Out to Reporters

WHO SHOULD I CALL?

- Reporters you have met/worked with before
- Health, education, political reporters
- Reporters at local/weekly newspapers
- Producers/hosts of “morning drive” radio programs (AM news/talk; FM “morning show”)
- Cable news outlets (YNN; News12);
- Special segments in newscasts (in studio interviews) during weekend, noon newscasts

WHEN SHOULD I CALL THEM?

NEVER EVER CALL WHEN REPORTERS ARE ON DEADLINE!

- Newspapers: after 2pm (call late morning)
- Radio: 15 minutes before the top of the hour; 5 minutes after a newscast
- Television: 20 minutes before a newscast; 10 minutes after

WHAT DO I SAY?

- What is your “hook?”
- Send the Tool Kit first; make a call to follow up
- React to local, state or national news
- React to something the candidate said
- Make a connection to how your issues will impact voters in a specific community
- Invite the candidate to tour your facility or program – then invite the media!

Reaching Out to Reporters



A little secret:

Donald Rumsfeld worked at a “standing desk” – he never sat down.

Standing actually makes your voice stronger and more authoritative, so if you are nervous on the phone or have to make a tough call, **STAND UP!**

Reaching Out to Reporters



Remember this snafu?

VP Biden was congratulating Obama on passage of Health Care Reform – and he used some salty language because he didn't think the mike was on!

Let this be a warning: never say **ANYTHING** you wouldn't want to see on the front page of the paper!

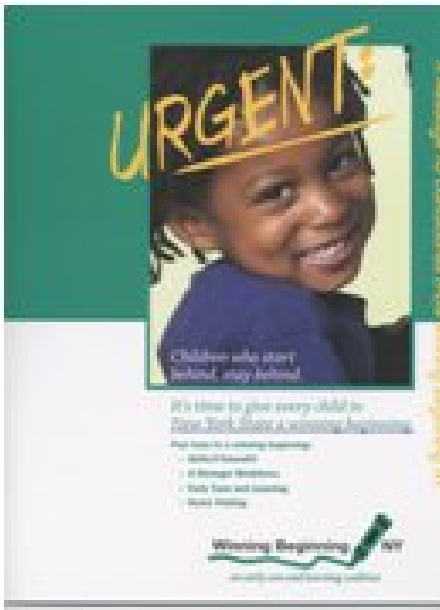
You are ***ALWAYS*** on the record!

Who else can you reach out to?

- Editorial Boards & Letters to Editor
- Debate organizers
- Facebook
- Others in your circle of influence



What can we do for you?



Winning Beginning NY is here to help!

Whether you need us to draft a letter to the editor, help you respond to a reporter's request or practice your key messages before meeting with a candidate, we are at your service this election season!

Any questions?

*Thank you and
good luck!*

