

# SPORT VOLUNTEER PROJECT

## Media Relations

Produced by Parks and Recreation Ontario and the Sport Alliance of Ontario with support from the Ontario Trillium Foundation.

<b>Length of Workshop:</b>	3 hours (including 15-minute break)
<b>Registration Package</b> (sent in advance):	<ul style="list-style-type: none"><li>• Time and Location of Training</li><li>• Name of Trainer</li><li>• Goals of Workshop and Agenda</li><li>• Information about parking, reimbursement of expenses, child care arrangements, accessibility to those with disabilities</li><li>• Resource Links Page (for those who want to review in advance)</li></ul>
<b>Room Set-Up</b>	<ul style="list-style-type: none"><li>• Table groups with 5 to 7 places at each</li><li>• Resource table</li><li>• Presenter's table</li><li>• Flipcharts and stands (2 if possible)</li><li>• Sample resources on resource table</li><li>• Hand Outs on Tables</li></ul>
<b>Materials</b>	<ul style="list-style-type: none"><li>• Refreshments (as desired)</li><li>• Name tags</li><li>• Pens and lined paper for each table</li><li>• Flipchart paper, enough for every table</li><li>• Masking tape for posting pages on wall</li><li>• Markers, enough for every table</li></ul>
<b>Handouts</b>	<ul style="list-style-type: none"><li>• <a href="#">Public Relations Toolkit for Voluntary Organizations (PR Kit)</a> – Ontario Ministry of Citizenship</li><li>• <a href="#">Communications tools and media kit</a> – Institute for Media, Policy and Civil Society (IMPACS)</li><li>• <a href="#">Working with the Media</a></li><li>• Resource Links Sheet (page 5)</li><li>• Evaluation Form (in Guide)</li><li>• Participant List (if desired, or if group is large) <i>Because of privacy concerns, don't share more than names and organizations without express permission from participants to do so.</i></li></ul>
<b>Before workshop</b>	<b>Prepare and post on flipcharts:</b>
<b>Note re: Size of Group</b>	<u>Agenda</u>
<i>The style of facilitation and kind of exercises you choose from the options below will depend on how many people attend the workshop.</i>	<ol style="list-style-type: none"><li>1. Introductions</li><li>2. Define Success</li><li>3. The Right Approach and Information</li><li>4. Think Like a Reporter</li><li>5. The Right Messenger</li><li>6. Wrap-Up and Evaluation</li></ol>
<i>The goal is to ensure that all participants can contribute equally within the time available.</i>	<u>Goals of the Workshop</u> – At the end of this workshop you will be able to:
<i>A small group equals two to ten people.</i>	<ol style="list-style-type: none"><li>1. Decide if, when and how to approach the media as part of your communications.</li><li>2. Understand more about how the media works and what they want from you</li><li>3. Decide what information and what spokespeople are likely to get the coverage you want</li></ol>

### Guidelines for Working Together (examples)

- Equal Chance to Participate
- Respect and Listening
- Finish on Time
- Look after your own needs (breaks, refreshments, ask if you don't understand)

You may also want to flipchart the Introduction guidelines and the main points that are in plain text below for easy reference during the workshop.

## 1 Introductions — 15 minutes

*Facilitator introduces her/himself, and does 'housekeeping' items, e.g. location of washrooms, refreshments, who to ask about expense questions, etc.*

*Then review the goals of the workshop and agenda and answer any questions.*

*Facilitator asks each participant to briefly introduce themselves according to the guidelines for introductions, e.g.*

Give your Name, group, and why you came to this workshop; including

- one hope or expectation for the session
- example of media coverage they have received

*(Remind participants that calendar listings and photos are also media coverage. If someone has had no coverage yet, ask them to name media coverage they would like.)*

*Flipchart the two lists, e.g. the hopes/expectations and the ways people were recognized **or ask a participant to scribe for you.** If you fill more than one page, post the pages on the wall.*

*If your group is larger than 15 people, do this process in groups of 4 to 8 by giving tables 5-10 minutes to introduce themselves to each other, and share their hopes/expectations and how they have been thanked. Then ask each table in turn to name just one hope/expectation and one "thank you" method that was shared and flipchart the responses. Go around the tables again until you cover most of the ideas raised by the tables.*

*When everyone is finished, review the hopes/expectations list. If some of the hopes/expectations won't be covered by the day's agenda, suggest where people might get the info, i.e. in another workshop or where else they could look. You may want to add some hope/expectations that were mentioned (e.g. have fun!) to the guidelines for working together.*

*Segue to the next section by reviewing the agenda, pointing out what parts of the agenda will meet the other hopes and expectations.*

## 2 Define Success — 15 minutes

*Ask participants to think about what result they want from media coverage. Use the list of "media coverage received" as a starting point. Using their responses, flipchart a list of reasons to communicate. The list below is drawn from page one of The Public Relations Toolkit for Voluntary Organizations, but they may have other reasons to add.*

### Why Communicate

- Increase awareness
- Promote a positive image
- Influence (participants, donors, etc.)
- Build attendance or registration at events
- Recruit (volunteers, board members)
- Supplement advertising

*Ask participants to work in table groups.*

Write one or two “SMART” objectives that define what you want from media coverage of your organization:

- Specific
- Measurable
- Achievable
- Relevant
- Time-limited

*Ask each group to share one of their objectives with the plenary.*

# 3

## **The Right Approach and Information — 15 minutes**

*Then ask participants to brainstorm different kinds of media coverage, to add to the list below. (From section one of the PR Kit). Explain briefly - or have participants explain- what each is and how to get it, if some are not familiar with that kind of coverage. Review some of the templates at the back of the PR Kit.*

- Calendar Announcement
- Media Advisory
- News Release
- Backgrounder
- Letter to the Editor
- Op-ed
- Factsheets

*Others might include*

- Photos – submitted (section three of PR Toolkit)
- Photo Opportunities
- News Conference (section four of PR Toolkit)
- Co-sponsorship (section six of PR Toolkit)

# 4

## **Message Development – 30 minutes**

*Ask the participants to give you single words that describe an effective message and flipchart them. If they can give examples of messages to illustrate, great. If necessary, prompt for.*

- Clear
- Simple
- Brief
- Believable
- Compelling (lead with values, follow with facts)
- Do-able (call to action)
- Tailored or Personalized (to the target audience’s values and language)

*Ask table groups*

Choose one of the “results” from the first exercise and craft one compelling message that would convince the target audience to help achieve it. Write your message on a flipchart for the other groups to see.

*In plenary,*

*When everyone has written their message, ask every participant to “vote” for their favourite message by marking a check beside it (you can give two or more votes to each person depending on the number of groups and messages you have). Discuss in plenary what factors made for the most popular message. If time allows, ask groups to improve their message based on the discussion.*

## **BREAK**

### **5 Think Like a Reporter – 30 minutes**

*Ask table groups to put themselves in the shoes of a reporter or editor and discuss:*

*What factors determine whether you write a story or give coverage? Sum up your discussion in three or four words or phrases that describe what media personnel need from organizations.*

*Go around the groups and ask each group for one of their words, and flipchart them.*

### **6 The Right Messenger – 30 minutes**

*Discuss with participants who in their organization will be likely to get coverage from a reporter, considering the factors that are important to them. You might flipchart the following characteristics of good messengers. Point out section seven of the PR Kit, which describes how to have contact with the media.*

The Quality of the Messenger is as Important as the Message:

- Known (ongoing relationship with the media)
- Credible (has firsthand experience and/or authority to speak)
- Consistent (everyone in the organization is on the same page)
- Clear (no jargon, easily understandable, desired action or result is included)
- Succinct (length appropriate to the space available)
- Relevant (no extraneous comments or information)
- Timely and Accessible (easily available, aware of deadlines, returns calls promptly)

Make sure you provide lots of quotes, anecdotes and firsthand reports from your participants or from other people who have been affected by your organization.

### **7 Wrap-Up and Evaluation – 30 minutes**

*Review some of the links on the resource links sheet, especially the IMPACS kit, which contains detailed advice on how to use different media tools.*

*Encourage participants to complete and hand in the evaluation forms, and/or do an evaluation round. For example, a ‘weather report’ where everyone says how they are feeling in the form of a weather report, or ask for their responses - Positives, Negatives and Would change” (e.g. +, - and ~) and note them in 3 columns on a flipchart.*

*Facilitator thanks those who contributed (organizers, caterers, etc.) and participants, and adjourns.*

## SUGGESTIONS FOR ONLINE RESOURCE LINKS

<http://www.sportalliance.com/Content/Volunteer%20Resources.asp>

Sports Alliance of Ontario Volunteer Resource Page

<http://www.spra.sk.ca/knowledge/QuickTips/mediaqt.pdf>

Working with the Media – one page quick tips from the Saskatchewan Parks and Recreation Association

<http://www.citizenship.gov.on.ca/english/volunteerism/tools/publicrelations/#3>

Public Relations Toolkit for Voluntary Organizations – Ontario Ministry of Citizenship

[http://www.bccnps.ca/files/IMPACS%20communications\\_toolkit\[2\].pdf](http://www.bccnps.ca/files/IMPACS%20communications_toolkit[2].pdf)

Communications tools and media kit - Institute for Media, Policy and Civil Society (IMPACS). The organization no longer exists.

<http://www.omafra.gov.on.ca/english/rural/facts/03-033.htm>

Communications Planning for Organizations