

Working with the Media

May 23, 2014



- ❑ 45 minute presentation:
 1. **Teresa Roncon**, Senior Manager, Public Relations, Heart and Stroke Foundation
 2. **Pat Longmuir**, Scientist in the Healthy Active Living and Obesity Research Group at the Children's Hospital of Eastern Ontario Research Institute.
- ❑ 15 minute Q and A
 - All lines muted, use Chat
- ❑ Slides and audio: www.heartandstroke.ca/spark

ATTRACTING MEDIA COVERAGE!

Most stories are not this easy to pitch



Topics for discussion

- ❑ Overview of different types of media and reach
- ❑ Which is most desirable for your cause
- ❑ How to craft stories and pitch/reach the media
- ❑ Working with a small budget
- ❑ Searching for results/evaluation



Newspaper dailies & major broadcast news outlets.

- ❑ Toronto Star reach 2.5 million weekend, 1.23 weekday
- ❑ Toronto Sun reach 673,500
- ❑ CityNews at 6 pm weekend reach 642,000
- ❑ CTV News at 6 o'clock reach 642,000
- ❑ Breakfast Television 929,000
- ❑ CFTR 680 News 28,700
- ❑ Moore in the Morning, CFRB Newstalk 1010 reach 92,600

Extension of traditional media, and news outlets that publish online only.

- ❑ 680news.com reach 222,000
- ❑ Torontosun.com 1,315,000
- ❑ Thestar.com 2,540,000
- ❑ Cp24.com 411,000
- ❑ CTV.ca 3,316,000

Bloggers can be paid or earned media

- ❑ Insidetoronto.com 57,000
- ❑ Yummymummyclub.ca

Social Media is the most cost effective way to tell your story.

- ❑ Twitter and FB are difficult to measure in terms of reach – you can measure # of likes, # of tweets and re-tweets.
- ❑ Expensive analytics, best advice is to focus of influencers who have large following.
- ❑ Other social media includes LinkedIn, Youtube, Pinterest, Instagram

Variety of weekly papers across Ontario, with low reach but excellent penetration of desired messages to local audiences.

- ❑ The Hanover Post reach 51,291
- ❑ The Expositor (Brantford) 49,600
- ❑ Tandem (Toronto) 123,028
- ❑ Vaughan Weekly 28,600
- ❑ The Chronicle Journal (Thunder Bay) 51,100
- ❑ Lfpress.com (London Free Press) 174,824
- ❑ (print edition reach is: 152,600)

Is media outreach right for you?



Media coverage delivers:

- Program awareness
- Event/campaign awareness
- Drives donations
- Drives advocacy

Challenges:

- Competition with other stories
- Can be costly such as photos, videos, signage, pamphlet
- Competing with skilled PR professionals

Which media is most desirable for you?



- ❑ Community media and social media is the best bet for smaller non-profits and NGOs to drive awareness and soften the ground for donations.

Community media's mandate is to cover local news. They are always looking for good content. Craft stories that include interesting elements and you have a good shot at being published.

Social Media is a cost effective alternative to tell your story.

How to tell and pitch your story effectively (Content is Queen)



- ❑ Story/content should include a number of different experts/voices:
 1. An individual or family impacted by the program
 2. An organizational expert
 3. Third party supporter
 4. Influencer

How best to communicate this information?

- ❑ Write a short news release
- ❑ Include a photo
- ❑ Write a 'matte' story, penned by the program leader and pitch it to the media
- ❑ Send an e-mail pitch

How to tell your story effectively

Social Media



- ❑ Optimize your website.
- ❑ Create your own Face Book page
- ❑ Consider Twitter
- ❑ Include visuals
- ❑ Increase your following
- ❑ Engage social media influencers.

Stay active in this space, but don't engage in SM unless you're committed to using it!

Effective Key Messages

- ❑ What is the “take away?”
- ❑ What supporting facts or anecdotes can you use?
- ❑ Key messages simply answer:
 - What?
 - Why should the public care?
 - Provide context
- ❑ The message is *not*:
 - Lengthy background information
 - Jargon, acronyms
 - Lists of numbers

- Maintain contact with reporter/writer ask for story or link to be sent to you
- Google Alerts (free, create an account)
- Google searches (free)
- Media Monitoring organizations like Cision, Infomart (costly), Sysomos (social)
- Media Relations Points (MRP) reports.

Thoughts on Media

Dr. Pat Longmuir, PhD, RKin, Scientist
Healthy Active Living and Obesity Research Group
Children's Hospital of Eastern Ontario Research Institute
plongmuir@cheo.on.ca, 613-738-3908





Types of Media Contact

- “Professional” contact
- Cold calls
- They find you
- They find your story
- You find them





Types of Media Contact

- “Professional” contact
- Cold calls
- They find you
- They find your story
- You find them

16 Life
The Globe and Mail, Wednesday, Oct. 24, 2007

Health

CARDIOVASCULAR CONFERENCE ■ ADOLESCENT HEART PATIENTS

Cardiac kids must run and play like everyone else

BY ANNE FICAREO
PUBLIC HEALTH REPORTER
QUEBEC CITY

Children born with congenital heart defects do remarkably well after surgery to repair the vital organ, but they and their parents are often so gripped with anxiety that the children shy away from physical activity, according to a new Canadian study.

Their sedentary lifestyle, which is neither necessary nor recommended, risks diverting up their chances of cardiovascular disease later in life, so it must be addressed as an integral part of follow-up care, researchers said.

“We need to get the message out that fragility is not an issue,” Pat Longmuir, a researcher at the Hospital for Sick Children in Toronto, said in an interview.

Ms. Longmuir, who conducted the research as part of her PhD thesis, decided to interview the children, along with their parents, about their perceptions of physical activity. She found that the children in the study group were active, on average, less than 30 minutes a day. That is well below the 60 minutes daily recommended in Canada’s Physical Activity Guides for Children and Youth.

“They are actually less active than ‘normal’ kids who do nothing,” Ms. Longmuir said. She said this is a real concern because, with only half a functioning heart, these children will be much more susceptible to the damage caused by obesity, high blood pressure and high cholesterol.

“We need to get them interested in sport and physical activity at a young age because it’s so important to staying healthy,” she said.

contact sports while they are on blood-thinning medications.

These restrictions are temporary, but Ms. Longmuir found that many parents believed the restrictions were still in place years later.

While it is generally assumed that it is the parents who are frightened, the research, which was funded by the Heart and Stroke Foundation of Canada, revealed that children themselves had lingering fears.

Children with congenital heart defects usually undergo a series of operations, at a few months of age, at age 5 and again around 5. About one-third of them also suffer strokes.

The surgery and the strokes leave not only physical scars, but psychological ones.

“Some of the kids said to me: ‘I don’t want to hurt my

The Calgary Herald (Calgary, AB)

Order/Commande 133397

Date 24.10.2007 Circ. 112128 Page C13 1/1

The Gazette (Montreal, QC)

Order/Commande 133397

Date 24.10.2007 Circ. 136271 Page A13 1/1

PARENTING

Fears prevent children with heart defects from exercising

MARIANNE WHITE
CANWEST NEWS SERVICE

Parental fears keep many children from exercising after they’ve had serious heart defects corrected — although that is exactly what they need most, according to a new study. The findings by researcher Patricia

children are allowed to do.

“We have to send the message to parents that fragility is simply not an issue,” she said.

Longmuir’s study focused on 24 children who have very serious heart defects from birth — many of them were born with only half a heart.

“They are the worst of the worst,”

go back to a more normal lifestyle.

“With very few exceptions, they can exercise as much as they want,” she noted.

Some children are on blood thinning drugs and are not allowed to play contact sports, but they can concentrate on other sports such as swimming, biking and running, added Longmuir.

After kids’ heart surgery, many parents deny them sufficient exercise

MARIANNE WHITE
CANWEST NEWS SERVICE

Parental fears keep many children from exercising after they’ve had serious heart defects corrected — although that is exactly what they need most, according to a new study.

Researcher Patricia Longmuir of the University of Toronto shed light on parents’ widespread fears that their children could get hurt or even die, if they take part in sports and team games.

“They perceive their child as fragile, and they fear that a play-time bump in the chest could cause damage to the area operated,” Longmuir said yesterday at the Canadian Cardiovascular Congress in Quebec City.

“There is a lot of uncertainty about physical activities, and if parents are not sure if an activity is OK or not, they won’t allow

their child to participate,” added the graduate student in cardiovascular research at Toronto’s Sick Kids Hospital.

Some children are also fearful of the consequences of vigorous play with other children.

“They remember their surgeries, and some of them have spent up to six weeks in hospital, and they don’t want to have to go through that again,” she said.

Longmuir deems parental caution normal, but she thinks cardiologists and health specialists have to give more detailed information about what sports and physical activities children are allowed to do. “We have to send the message to parents that fragility is simply not an issue.”

Longmuir’s study focused on 24 children who had very serious heart defects from birth — many were born with only half a heart. “They are the worst of

the worst,” Longmuir said.

A series of surgeries is required to correct the problems, with the final one called the Fontan operation, after Francis Fontan, who first performed it in 1968.

After this “last repair,” Longmuir said, a child can slowly resume a normal lifestyle. “With very few exceptions, they can exercise as much as they want.”

Some children are on blood-thinning drugs and are not allowed to play contact sports, but they can concentrate on other sports, like swimming, biking and running, she added.

“It’s really important for these kids to be active, because they don’t have a lot of extra cardiac capacity. So if they do get high blood pressure or heart diseases as an adult, it could be very serious and they could be compromised, much more so than the average person.”



Types of Media Contact

- “Professional” contact
- Cold calls
- They find you
- They find your story
- You find them

PRESS RELEASE TEMPLATE
AP STYLE
Letterhead
Company Logo

NEWS RELEASE (in bold)
February 19, 2013
FOR IMMEDIATE RELEASE

CONTACT INFO
NAME & TITLE
PHONE NO.
EMAIL

Title/Headline
Subhead
- space -

CITY, STATE (in all caps) - First paragraph text. Answer or address the “5 Ws” (who, what, where, when, why it’s important). blah blah blah blah blah blah blah blah blah blah blah. Here details. Supplemental information. blah blah blah blah blah blah blah blah blah blah maybe a quotation. Blah blah blah blah blah blah blah blah blah.

Beltsplate, aka company bio, mission, and contact info as the last thing.

- * * * * * - Use prime signs to signal the end of the press release!
- more - (Use this if the release continues onto 2nd page)



Types of Media Contact

- “Professional” contact
- Cold calls
- They find you
- They find your story
- You find them

The screenshot shows a CBC News article from Ottawa. The article is titled "Researchers develop kids fitness test" and is dated August 3, 2011. The main image shows children participating in a fitness test on a green field, with one child jumping over a series of colorful hula hoops. Below the image is a social media sharing bar with buttons for Facebook, Twitter, and Reddit, and a "Share" button. To the right of the sharing bar is a short paragraph of text.

CBCnews | Ottawa

Home World **Canada** Politics Business Health Arts & Entertainment Technology & Science

Canada Ottawa Photo Galleries

Researchers develop kids fitness test

CBC News Posted: Aug 03, 2011 8:50 PM ET | Last Updated: Aug 03, 2011 7:37 PM ET

Ottawa researchers are developing a nation-wide test to gauge the fitness level of children. (CBC)

Facebook 0
Twitter 0
Reddit 1
Share 0

Researchers at The Children's Hospital of Eastern Ontario are developing a national standardized test to determine if children have the basic skills to be physically active.

The team from the hospital's Healthy Active Living and Obesity Research Unit is putting kids at summer camp at Carleton University through a number of exercises to craft the test.



Types of Media Contact

- “Professional” contact
- Cold calls
- They find you
- They find your story
- You find them



- CHEO Telethon supplement –HALO research
- May 2014
- 367 words

A Dose of Exercise

Dr. Pat Longmuir and her team spend a lot of time sitting on colourful mats playing with blocks. And they couldn't be happier. Their research is changing the way that CHEO cares for children with heart issues - looking at exercise as a potential treatment.

“We know that toddlers and pre-schoolers who have had cardiac surgery are at a much higher risk for learning disabilities and other challenges later on,” Dr. Longmuir explains. “We are researching how their fine motor skills are developing to see which kids are at risk and how we can intervene to help them.”

Dubbed ‘The Toddler Study’, the study will involve 150 patients and their families. “We start by scheduling a play date in our ‘lab’ which is really a big room with balls, wagons and stickers on the walls.” Patients then go home wearing a belt to measure their physical activity. The study also looks at eating habits.



Types of Media Contact

- “Professional” contact
- Cold calls
- They find you
- They find your story
- You find them

COMMUNITY

Share land for gardens in Uxbridge

To the editor:

Re: 'Enjoy the fruits of your labour in Uxbridge' news, Uxbridge Times-Journal, Oct. 6, 2011.

I want to thank the Times-Journal for an excellent article on the gardening program the Salvation Army started one and a

program was started so young families living in apartments and seniors could work together and share their fresh produce from the garden.

Finding a location with all the right services was a problem until we introduced apartment residents to seniors who are living in their own homes and have a garden.

We are most grateful to Sara Reid who stepped forward

to Millie, so now we will be able to offer

DO YOU ENJOY EATING FRESH HERBS AND VEGETABLES FROM THE GARDEN?

DO YOU HAVE SPACE FOR A VEGETABLE GARDEN BUT LACK THE TIME, ENERGY OR TALENT TO TURN THE SPACE INTO AN ABUNDANCE OF FRESH FOOD?

WOULD YOU LOVE TO PLANT AND TEND A VEGETABLE GARDEN BUT LACK THE PROPERTY OR SPACE?

IF YOUR ANSWER IS "YES" TO ANY QUESTION, THE TAKE TIME PROJECT WANTS YOU!

To register your garden to be actively planted and share the produce or to register as a gardener willing to share your produce with the garden owner, contact Bev Northeast, of the Salvation Army in Uxbridge, 905-852-0090 or drop your name and contact information through the slot in the Salvation Army office door (35 Toronto Street North, Uxbridge).

www.taketimeuxbridge.ca



10 COMMUNITY

Uxbridge parents and children invited to sing

UXBRIDGE -- An Uxbridge health program is aiming to keep children and their parents active during the holiday season by offering free events over the next month.

The second of three Take TIME events is

on Saturday, Dec. 22, from 7 to 10 involves the Uxbridge Chamber of Commerce Belle Nova Choir leading holiday songs in Elgin Park surrounded by the Light display.



Take TIME for Your Child's Health



www.taketimeontario.ca



Take TIME for Your Child's Health

Newsmaker of the Year

www.taketimeontario.ca

S - JOURNAL
September 29, 2011
NEWS, SPORTS, PHOTOS, VIDEO, TRAFFIC AND WEATHER >> durhamregion.com

NEWSMAKER 2011
**Taking TIME
in Uxbridge**
Lifestyle program chosen by the
Times-Journal as top issue of the year

JENNIFER WALKER
jwalker@durhamregion.com

UXBRIDGE – With a goal of providing healthier, active lifestyles among local kids and families, the Take TIME project is the Times-Journal's newsmaker of the year.
Take TIME is a program that began as a partnership between SickKids hospital, the Township of Uxbridge and the Heart and Stroke Foundation of Ontario with financial assistance from the Ontario Trillium Foundation.
"It has been amazing," said Amanda Ferraro, program manager. "It has been steamrolling since it started."

CELIA KLEMENZ / METROLAND FILE PHOTO
See UXBRIDGE page 5



Thank you!



Questions? Comments?

