Working with the Media

May 23, 2014



Housekeeping



- 45 minute presentation:
 - 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: <u>www.heartandstroke.ca/spark</u>

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



Traditional Media



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

Online Media and Bloggers



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



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

Community



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



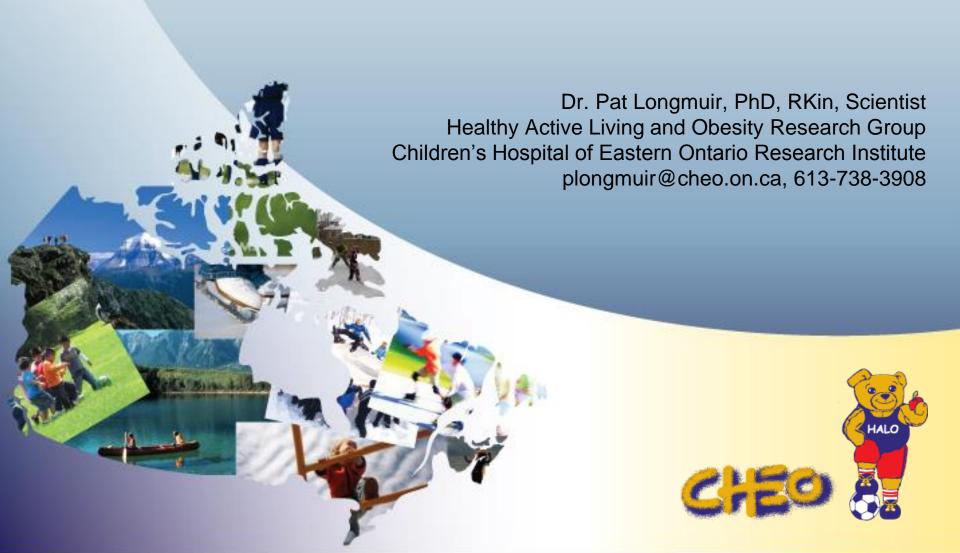
- What is the "take away?"
- What supporting facts or anecdotes can you use?
- Key messages simply answer:
 - What?
 - Why should the public care?
 - Provide context
- The message is not:
 - Lengthy background information
 - Jargon, acronyms
 - Lists of numbers

Evaluation



- 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.







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





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Health

CARDIOVASCULAR CONFERENCE () ADOLESCENT HEART PATIENTS

Cardiac kids must run and play like everyone else

hildren 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

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

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

Ms. Longmuir, who conducted the research as part of her FhD 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 become low the 90 minutes daily rec-ommended in Canada's

"They are actually less active than 'normal' kids who do nothing." Ms. Löngmuir said. She said this is a real con-cern because, with only half a functioning heart, these chil-dren will be much more sus-ceptible to the damage caused by obesity, high blood pres-sure and high cholesterol." The medio by ethem inter-ed to get them inter-tivity at a yound physical ac-tivity at a yound physical ac-

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Date 24.10.2007

o The Globe and Mail, Wednesday, Oct. 24, 2

porary, but Ms. Longmuir found that many parents be-lieved the restrictions were still in place years later. While it is generally aswhile it is generally as-sumed that it is the parents who are frightened, the re-search, which was funded by the Heart and Stroke Found, tion of Canada, revealed tha children themselves had lin

children themselves had lin-gering fears.
Children with congenital heart defects usually undergo a series of operations, at a few months of age, at age 3 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

CISION'

The Gazette (Montreal, QC)

133397 Page A13

PARENTING

CISION

Fears prevent children with heart defects from exercising

Date 24.10.2007

The Calgary Herald (Calgary, AB)

Circ. 112128

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

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,"

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

Circ. 136271

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PRESS RELEASE TEMPLATE AP STYLE

Letterhead Company Lago

NEWS RELEASE (in bold)

FOR IMMEDIATE RELEASE

CONTACT INFO NAME 9 TITLE PHONE NO. EMAIL

Title/Headline

Subhead - space -

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

A Dose of Exercise

Dr. Pat Longmuir and her team spend a lot of time sitting on colourful mats playing with <u>blocks.And</u> 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.



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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.

we during the holiday season by ree events over the next month.

Elgin Park surrounded by the Light display.

The second of three Take TIME events is Li

on Saturday, Dec. 22, from 7 to involves the Uxbridge Chamber Belle Nova Choir leading holidar Elgin Park surrounded by the Elight display.

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

es-Journal for to Millie, so no redening proted one and a we will be able

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

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

WOULD YOU LOVE TO PLANT AND TEND A
VEGETABLE GAITED BUT LACK THE PROPERTY OF SPACE?

if your answer is "yes" to any question

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

TAKE FREE FAMILY FUN!

TOBACCO Free the Uxbridge Skating hosted the Uxbridge Skating Clubridge Skating Clubridge Skating Posted Uxbridge Arens, 291 Brock St. V

Moving paily Earing Healthy

CHILD'S HEALTH

Enter to win prizes

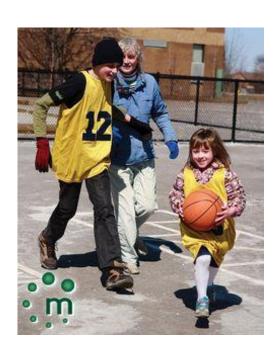
presented by Uxbridge Arts Association 5 Jan 22, 2011, 1,00pm — 3:30pm Joann Hall, 7040 Conc 2, 5/Joann

Curling Hosted by Uxbridge Curling Club Fri. Jan 28, 2011, 2pm - 4pm

ww.taketimeuxbribge.ca



Take TIME for Your Child's Health





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Newsmaker of the Year

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Thank you!





Questions?

Comments?









