

CSAE National Conference & Showcase
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Member Recruitment & Media Relations: A Strategic Blend

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Outline

- Member value
 - Exercise
- Member value and media relations
- Strategies that deliver value
 - Exercise
- The “new” newsroom
- Q & As



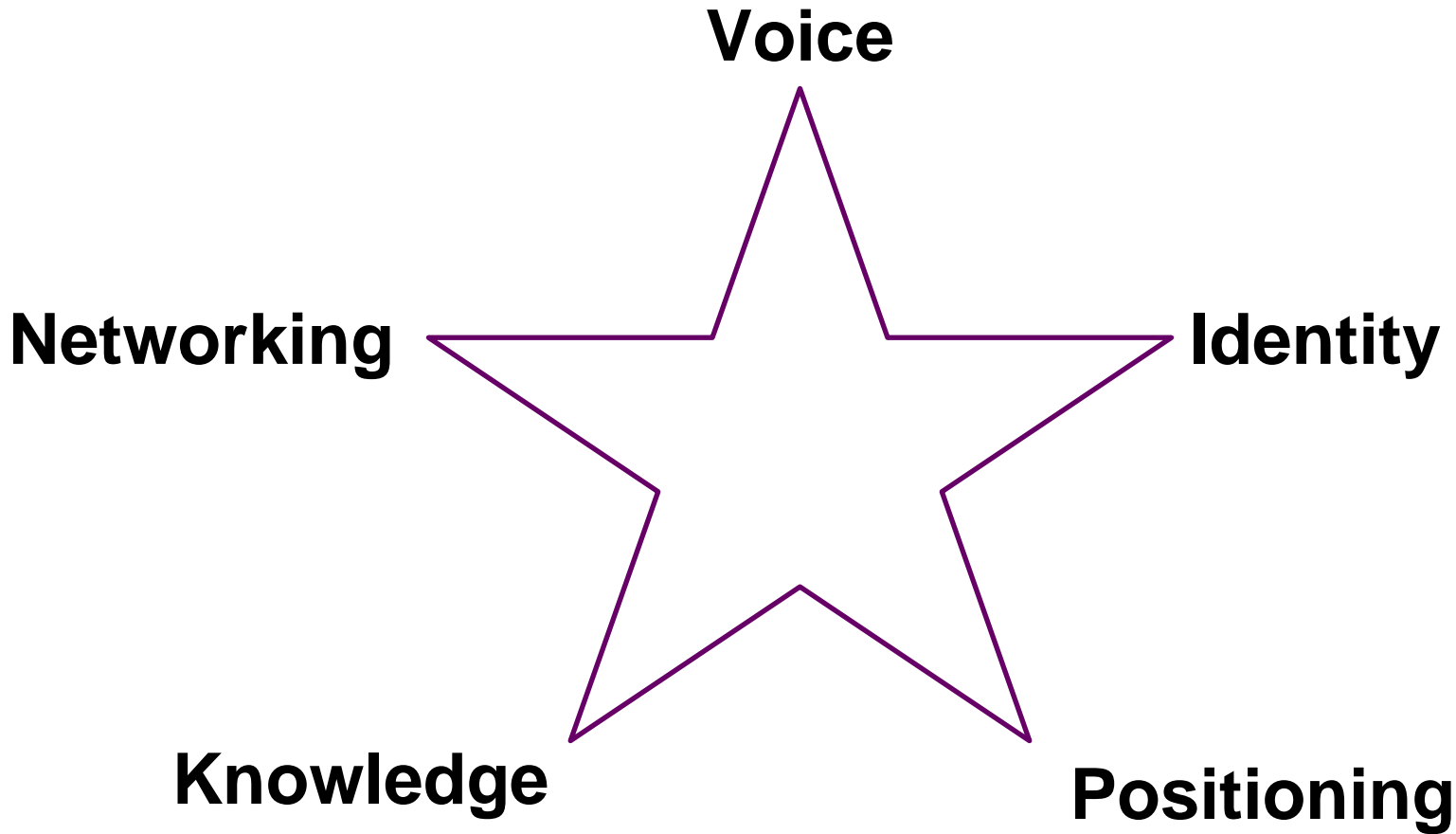
Values



Why do members join?
Why do they stay?



5 Value Points





5 Value Points

Voice

- Persuasion and influence
- Shaping legislation, policies and procedures
- Shaping public opinion and media coverage



5 Value Points

Identity

- Self-assessment
 - Expertise, credibility and values
- Connectedness, commonality
- Destination



5 Value Points

Positioning

- How viewed by others
- Compared to non-members
- Membership defines you:
 - Your expertise, credibility and values



5 Value Points

Knowledge

- Up-to-date
 - Market
 - Science and technology
 - Laws and regulations
 - Clients, patients, consumers, etc.



5 Value Points

Networking

- Connections and exchanges
- Social and professional
- Face-to-face and virtual



Exercise #1

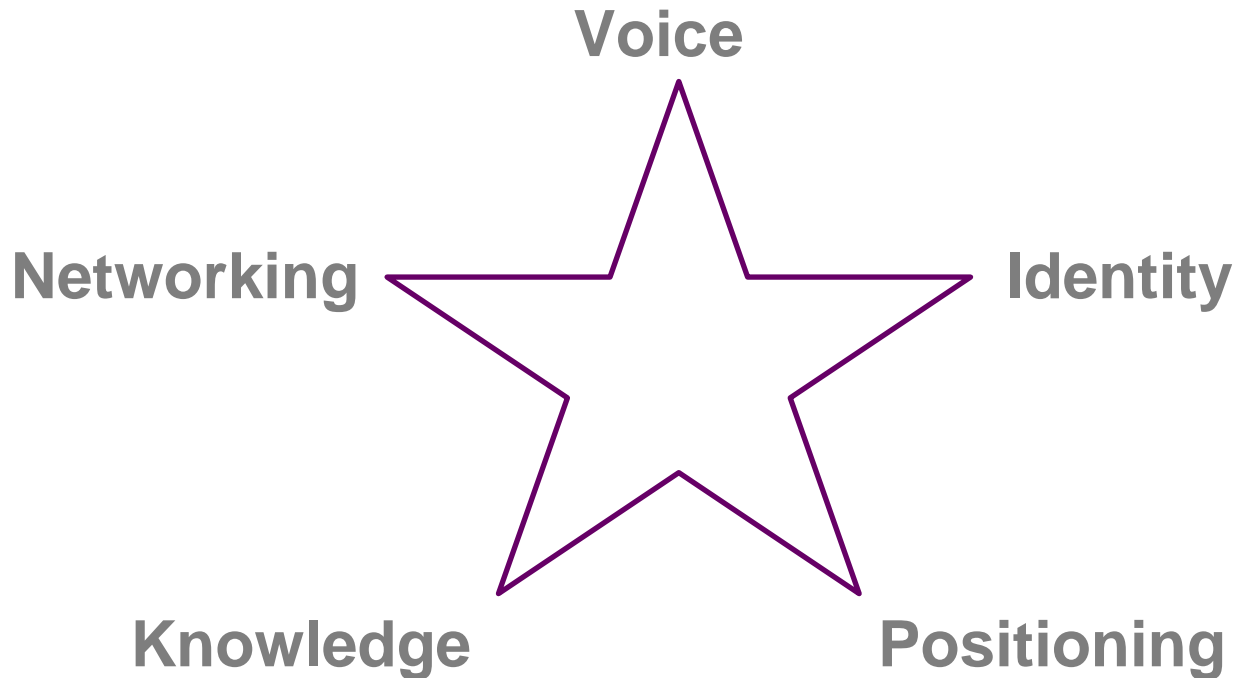


Defining member value



Exercise #1a

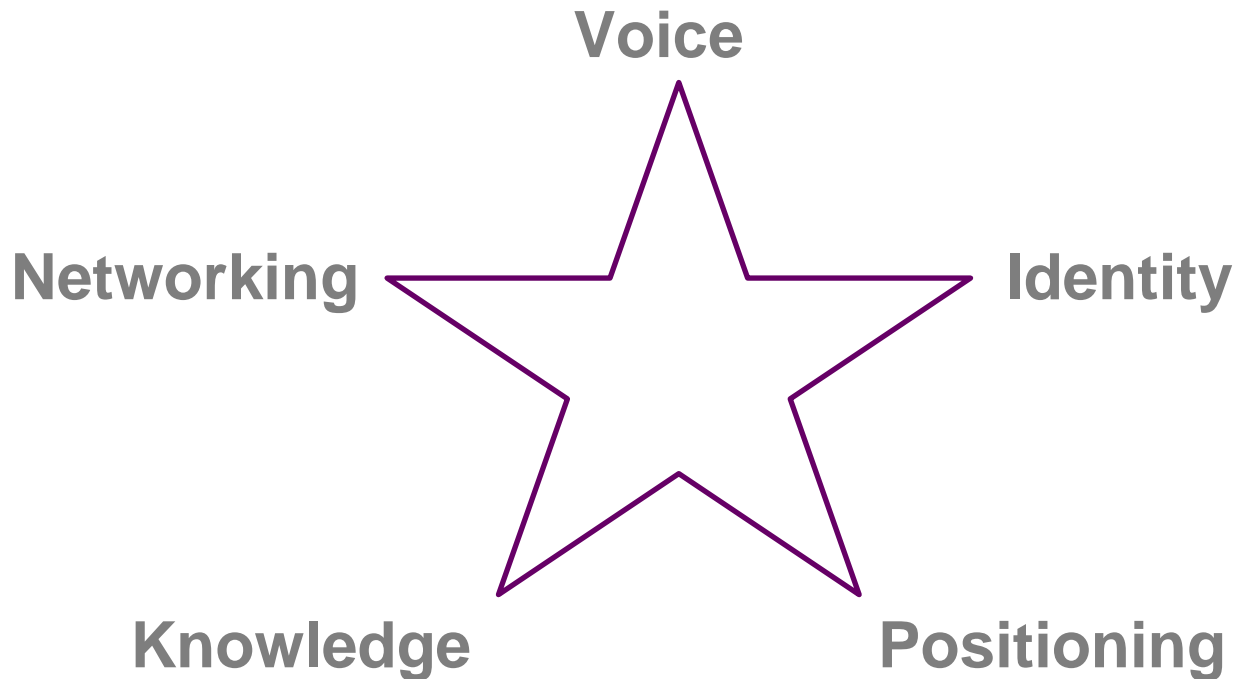
Why are *you* a member of CSAE?





Exercise #1b

What do your *members* value?





Value & Media Relations

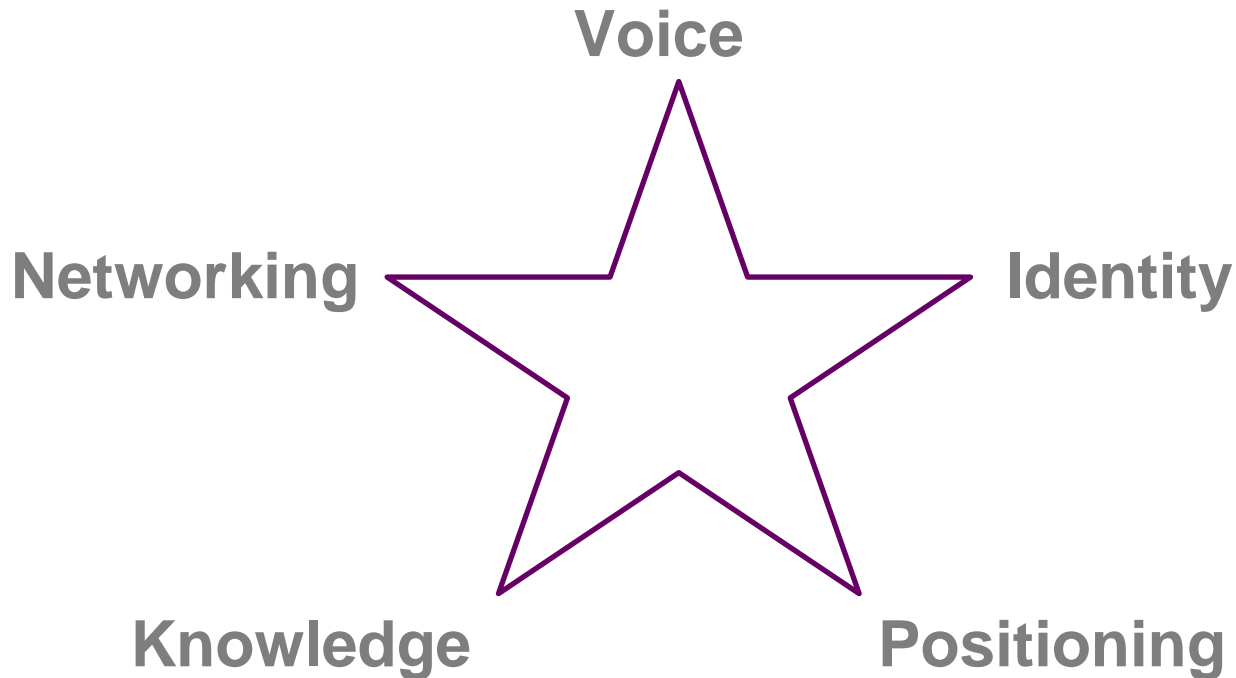


Does media coverage add value?



Value & Media Relations

Does media coverage add value?





Value & Media Relations

More Voice

- Strong and credible
- Importance of what you have to say
- Reaches Canada's influentials
 - MOPEs



Value & Media Relations

Better Identity

- Associated with expertise, credibility & values
 - Reporters seek expertise and credibility
 - Tell stories that demonstrate values



Value & Media Relations

Better Positioning

- Positioning is based on what others know
- Especially what influentials know
 - Expertise, credibility and values



Value & Media Relations

More Knowledge

- Reporters seek what's new and important
- Demonstrate the knowledge you offer
 - Members and non-members



Value & Media Relations

More Networking

- Tell the story of your networking opportunities



Strategies



What works for associations?



Strategies

10 News Values

- Context
- Conflict
- Expert opinion
- Emotion
- Impact
- Surprise
- Timeliness
- Prominence
- Visuals
- Human interest



Strategies

Voice

- Connect with government news
- Synergies: media relations & GR
 - Challenge or praise
 - Call to action
 - Take a stand
 - Propose direction



Strategies

Voice Tactics

- Op eds
- News conferences
- Position papers
- Studies and surveys



Strategies

Voice Examples

The screenshot displays the 570 News website interface. At the top left, there is a green banner for "570 News ALL NEWS RADIO" with a "LISTEN LIVE" button. To the right is a RE/MAX advertisement for "The Mark Maurer Team" with the text "Sell your home FASTER and for MORE MONEY!" and a phone number "519-888-7110". Below the banner is a login section for "Insider Club" with fields for "USERNAME" and "PASSWORD", a "LOGIN" button, and a "Register" link. A search bar is also present. A green navigation bar contains links for "HOME", "LISTEN", "NEWS", "TALK SHOWS", "WEATHER", "Business", "Sports", "Entertainment", "Contests", and "Inside 570". Below this is a secondary navigation bar with "Subscribe to Alerts" and categories like "Local", "National", "World", "Traffic", "Storm Centre", and "Gas Prices". The main content area shows a breadcrumb trail "Home » News » Local" and a list of actions: "PRINT", "COMMENT", "EMAIL", "TYPE: LARGER SMALLER", and "BOOKMARK/SHARE". The featured article is titled "Small business slams government in survey" by CFIB (Canadian Federation of Independent Business), dated "Aug 25, 2010 12:55:06 PM". The article text begins: "A new survey of small businesses does not bode well for local governments. The survey, conducted by the Canadian Federation of Independent Business (CFIB), finds that our municipality is not meeting the needs of its small business community." A sidebar on the right shows "TRAFFIC" and "WEATHER" sections, with a video player for "Highway 401 n All Cameras and I". The bottom of the page shows a "Done" status bar and browser navigation elements.



Strategies

Voice Examples



New doctors want work-life balance

Medical experts tell Joanne Laucius that the changing attitudes of our future MDs are only to be expected

Ottawa Citizen – April 28, 2008

'Sticker shock' associated with med school costs may discourage some applicants

Canadian Press – April 28, 2008

Medical students expect to drown in debt

Macleans.ca On Campus – Apr 28, 2008

YOUNG DOCS SET LIMITS

Next generation determined to balance work, home life

Ottawa Sun – Christina Spencer National Bureau – April 28, 2008

Les futurs médecins travailleront moins

La Presse – April 28, 2008

A medical balancing act

Ottawa Citizen, editorial – Apr 30, 2008



Strategies

Identity & Positioning

- Expert opinion from credible voices
- Emotions: take a stand
- Defend the interests of others
 - “What does this mean for my viewers?”
 - “We are committed to...”



Strategies

Identity & Positioning Tactics

- Statements
- Fundraising
- Public education, PSAs
- Letters to the editor, Op eds
- Member surveys
- Awards programs



Strategies

Identity & Positioning Examples





Strategies

Knowledge & Networking

- Sharing “new knowledge” is newsworthy
 - Demonstrate knowledge
 - Demonstrate sharing and networking
- Your conferences and meetings as media events
 - Less risk
 - More impact



Strategies

Knowledge & Networking Tactics

- Media passes
- Media events
- Photo opportunities
- Interview opportunities



Strategies

Knowledge & Networking Examples



“Earlier this month, the Canadian Real Estate Association, or CREA, issued a gloomier assessment that showed prices in July continuing a decline it first detected in May.”

The screenshot shows the Metro Edmonton website interface. At the top, there's a navigation bar with city names (Canada, Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montréal, Halifax, INTERNATIONAL, New York, Rome, Paris, Hong Kong, St. Petersburg, Mexico) and a weather widget for Edmonton showing 10°C and 'a few clouds'. Below the navigation is a search bar and social media icons (Facebook, Twitter, LinkedIn, RSS, Google+, etc.). The main article is titled 'What makes a professional police officer?' by Andreas Morse, published on August 26, 2010. The article discusses a study by the Canadian Association of Chiefs of Police (CACP) and includes quotes from RCMP Commissioner William Elliot, CACP president Bill Blair, and Edmonton Police Chief Mike Boyd. A 'most popular' section on the right lists 'Murder charge laid in cold case' and ''Canadian Idol' hopeful in terror plot tale?'. An advertisement for 'envision FINANCIAL' is also visible, offering '\$250' to new members.



Exercise #2



Finding media opportunities



Exercise #2

What news values can you use?

- Context
- Conflict
- Expert opinion
- Emotion
- Impact
- Surprise
- Timeliness
- Prominence
- Visuals
- Human interest



Exercise #2

How can you create member value?

| Value Point | Strategies | Tactics |
|---|--|---|
| Voice | Connect with government news Synergy: media relations & GR | Op eds, news conferences, position papers, studies |
| Identity & Positioning | Expert opinion, credible voices Emotions, “take a stand”, Defend interests of others | Statements, fundraising, public education, letters to the editor, op eds, member surveys, awards |
| Knowledge & Networking | New knowledge is news, demonstrate sharing, knowledge Conference as media event | Media passes & events Photo & interview opportunities |



New Newsroom

Thursday, August 26, 2010 **Toronto Edition**

thestar.com

14°C Forecast | Traffic wheels.ca healthzone.ca yourhome.ca parentcentral.ca toronto.com

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Autos Careers Classifieds Deaths Rentals

HOT TOPICS TIGER WOODS BACK-TO-SCHOOL PAKISTAN FLOODS GUN REGISTRY CNE ARCTIC JUSTIN BIEBER BEDBUGS more

Home Business

Sun Media slashing 600 jobs

Falling ad revenues, rising costs and free media behind layoffs, Quebecor CEO says


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Article Comments (3)


Published On Wed Dec 17 2008 Email Print Republish Add to Favourites Report an error Share f Share 3 +

Brett Popplewell
Business Reporter

With just more than a week till Christmas, Sun Media Corp. announced yesterday it is laying off about 600 full-time employees.



- Advertisement -



Not the newsroom of 25 year ago...



New Newsroom

New Reality

- Fewer reporters
- Fewer senior, specialized reporters
- Higher workloads
- Tighter deadlines
 - “I want it *before* it’s news.”
- More repurposing



New Newsroom

New Approaches

1. Do more
2. Do less
3. Focus
 - Relationships with top 12
4. Deliver
5. Monitor, analyse and learn



Questions & Answers



Over to you.



Thank you!

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Why are you a CSAE member?

| Value Point | Rating <i>1 = Very low value 5 = very high value</i> | Example <i>How does the association deliver?</i> |
|---------------------------------------|---|---|
| Voice | | |
| Identity <i>(Self)</i> | | |
| Positioning <i>(Others)</i> | | |
| Knowledge | | |
| Networking | | |
| Other: _____ | | |



Why do your members belong?

| Value Point | Rating <i>1 = Very low value 5 = very high value</i> | Example <i>How does the association deliver?</i> |
|---------------------------------------|---|---|
| Voice | | |
| Identity <i>(Self)</i> | | |
| Positioning <i>(Others)</i> | | |
| Knowledge | | |
| Networking | | |
| Other: _____ | | |



Creating Value with Media Relations

| Value Point | Strategies | Tactics You Have Used or Could Use |
|-----------------------------------|--|------------------------------------|
| Voice | <ul style="list-style-type: none"> • Connect with government news • Link media relations & GR | |
| Identity & Positioning | <ul style="list-style-type: none"> • Demonstrate expert opinion & credible voices • Take a stand • Defend the interests of others | |
| Knowledge & Networking | <ul style="list-style-type: none"> • New knowledge is news • Demonstrate the sharing of your association's knowledge • Your conference as media event | |