



# Public Relations & Earned Media

*Communicating Your Message*

1

**In this session, we will examine**

**Why it's important to tell our story**

**How to tell our story to the press in writing**

**How to talk to the press on camera**

2



**LEADERSHIP INSTITUTE**

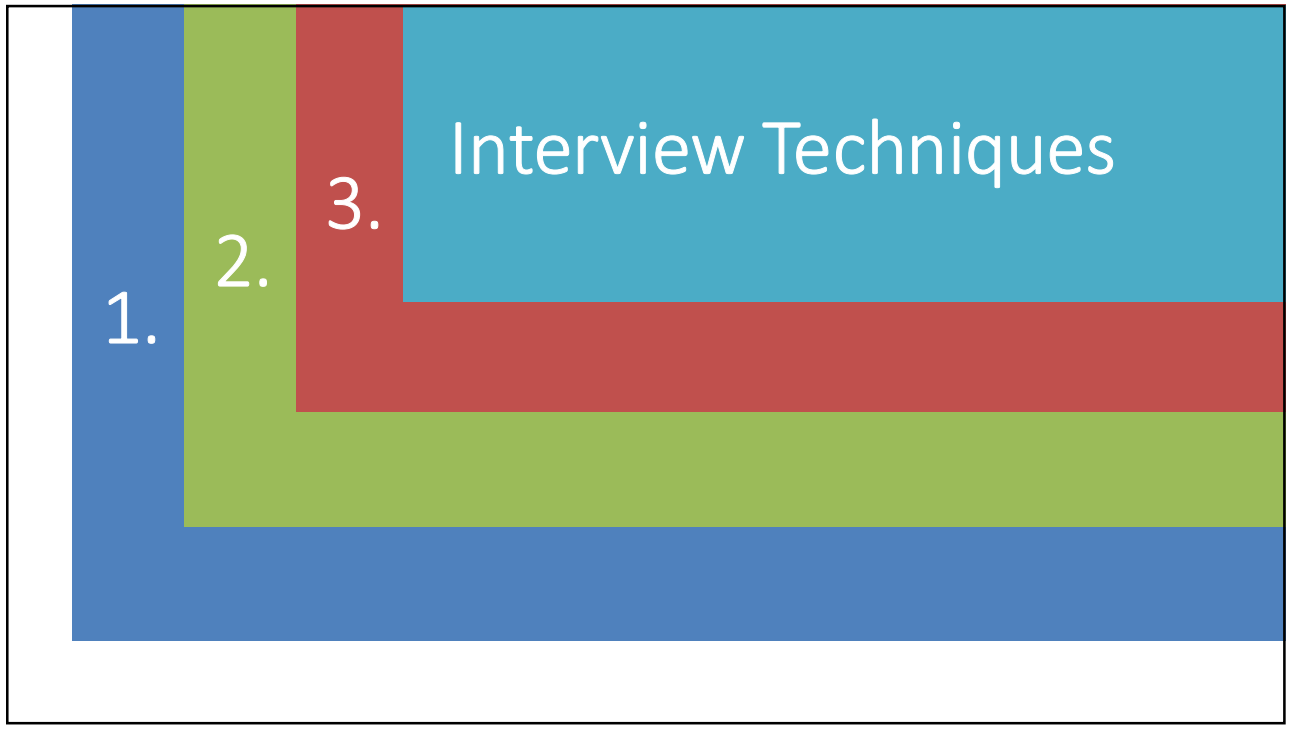
Founded: Morton Blackwell  
Year: 1979  
Accomplishment: 308,898 grads  
Status: 501c3

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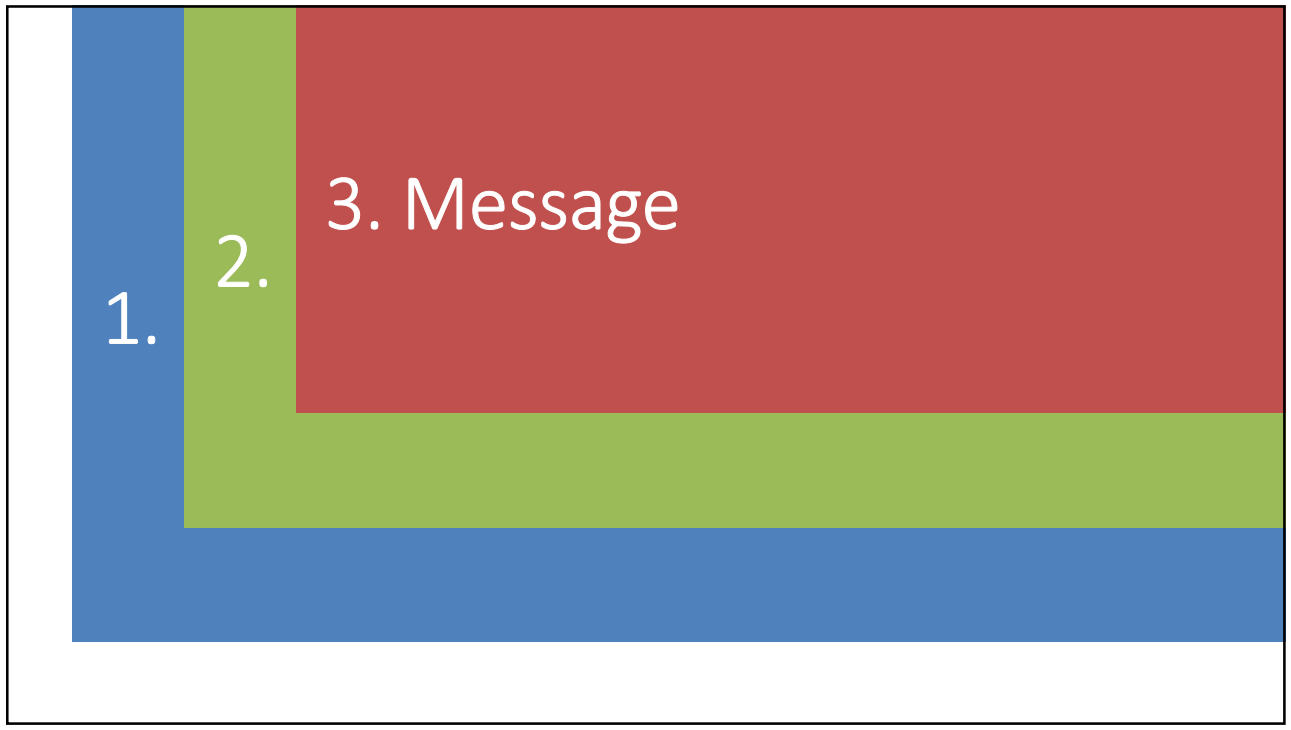
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- We have an open admissions policy.
- We do not support or oppose candidates or proposed legislation.
- Faculty views are not necessarily those of the Leadership Institute.

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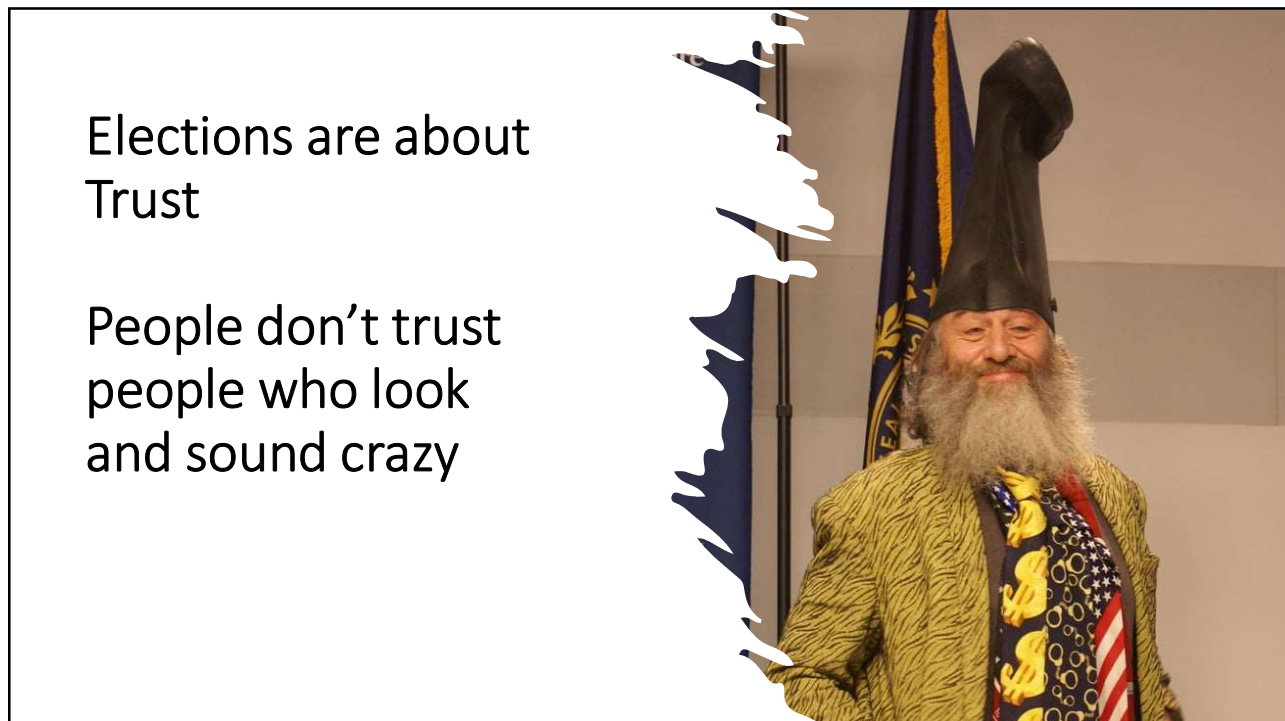
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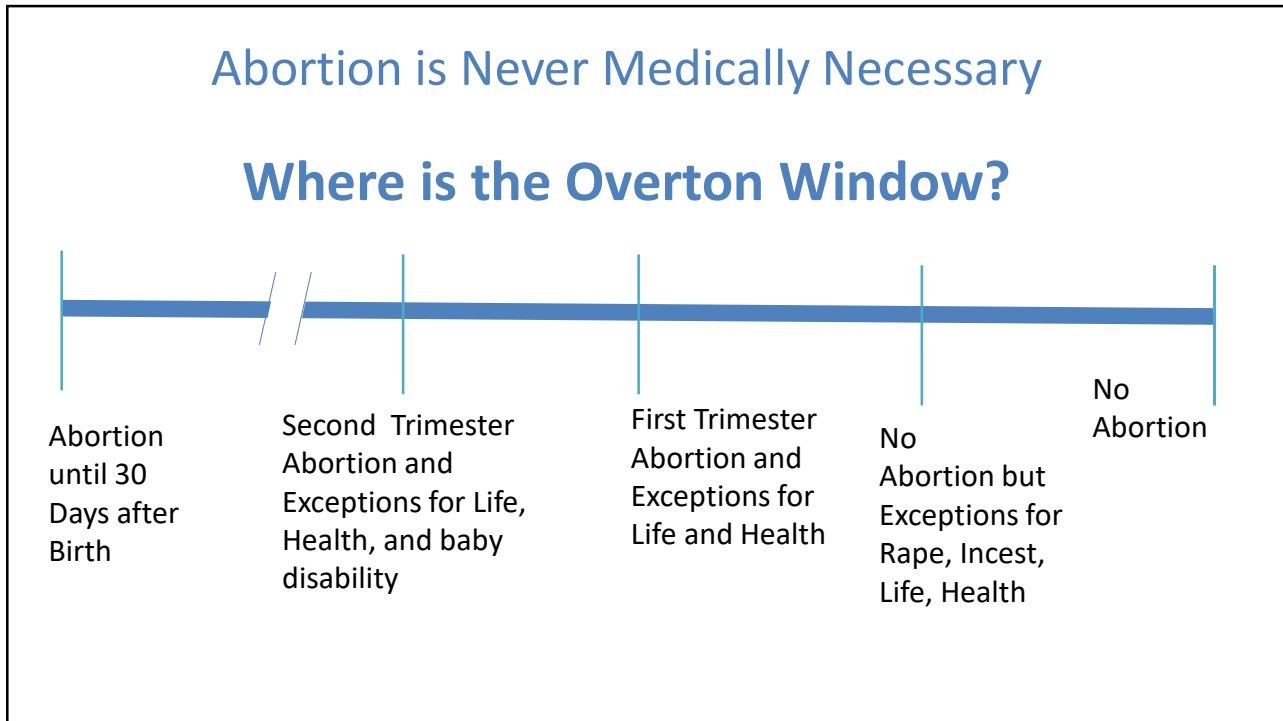
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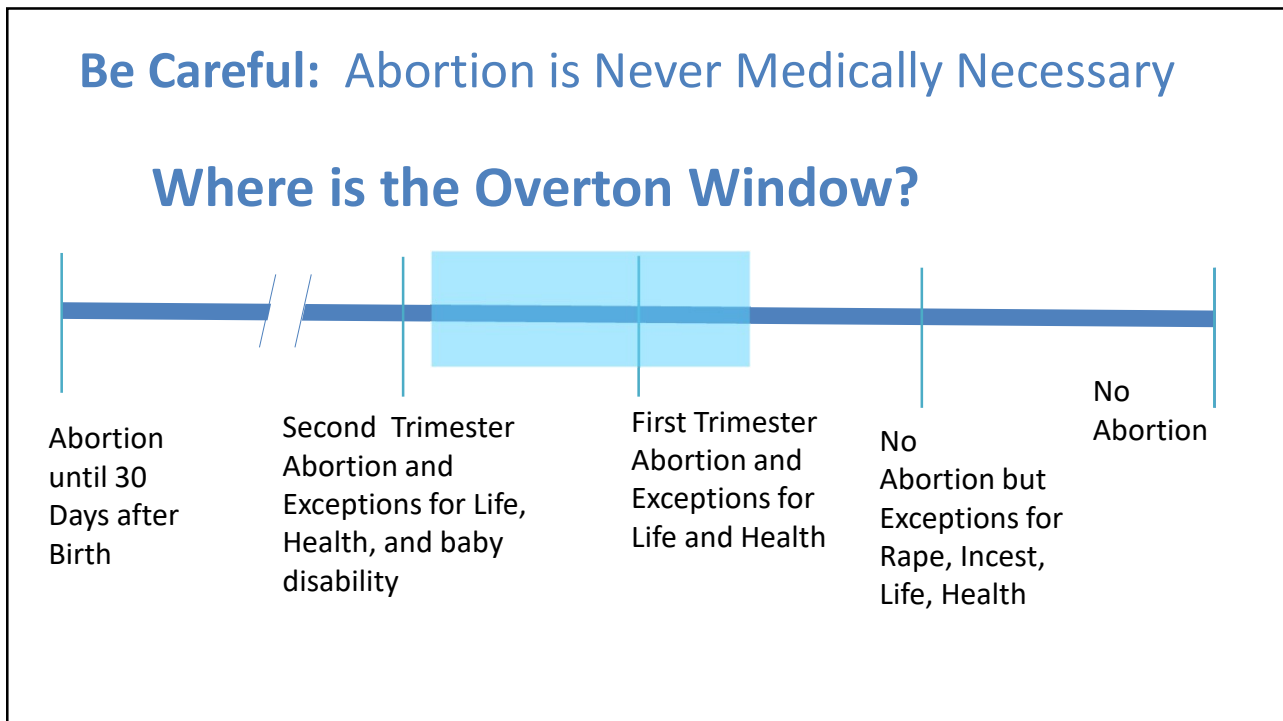
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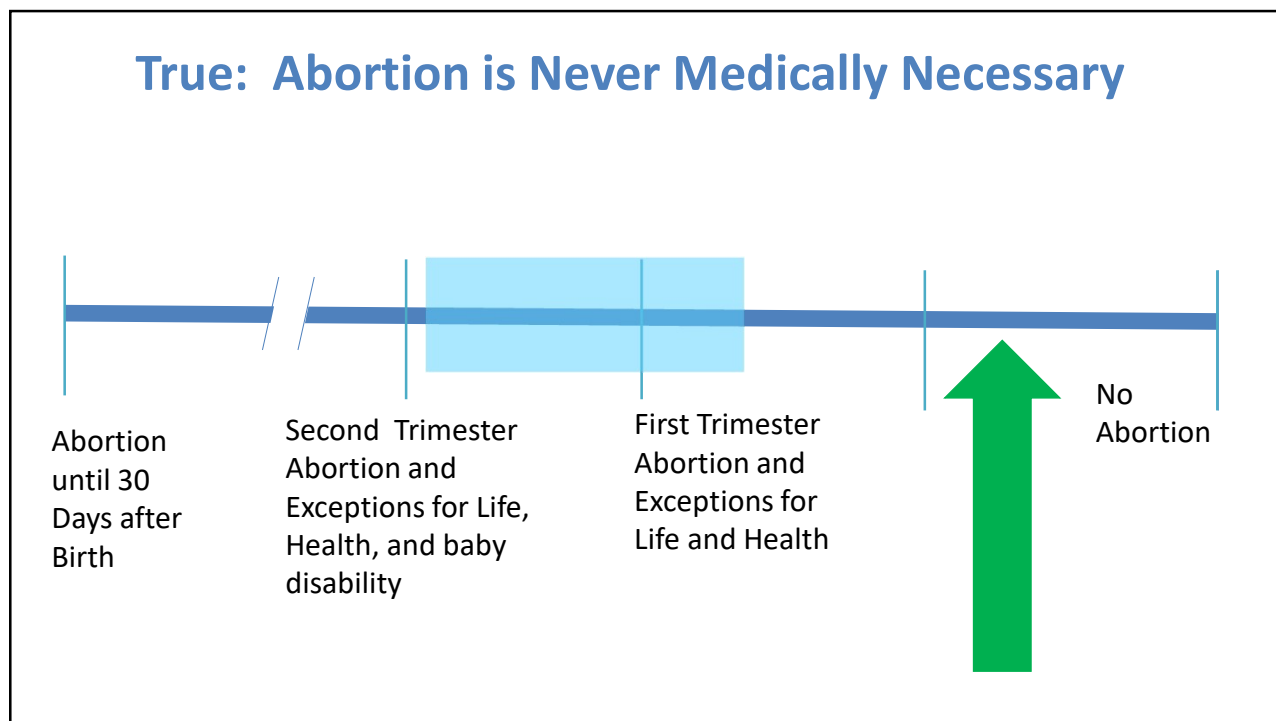
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“Miscarriage care, ectopic pregnancy treatments, and emergency medicine are necessary to save the woman's life and fertility. Of course, these are always legal and available in every hospital.”

“But because of medical advances in the past five to ten years, a good doctor can treat both the mom and the baby. If the baby dies, that is a tragedy, not an abortion.”

12

## Answering the Health/Life Question

1. Of course, lifesaving...
2. Because of medical advancements...
3. A good doctor....
4. Any medical condition
5. If the baby dies that is a tragedy

13



How do we make decisions?

*The Righteous Mind: Why good people are divided on politics and religion, Jonathan Haidt, 2012*

14



15



16





Did it take you longer to draw the conclusion,  
or to think of the reasons why?

17

### Intuition

- Recognizing Visuals & Behaviors
- Judging
- Choosing
- Automatic

### Reasoning

- Explaining
- Persuading
- Conscious
- Not Automatic

18

18

**Intuition**

- Recognizing Visuals & Behaviors
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19

19

**Rider = Rational Mind**

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**Elephant = Impulsive Mind**

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**Effort = Willpower**

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*The Righteous Mind, Jonathan Haidt, 2012*

20

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**WARNING:**

**Angry  
Elephants  
Can't  
Reason**

21

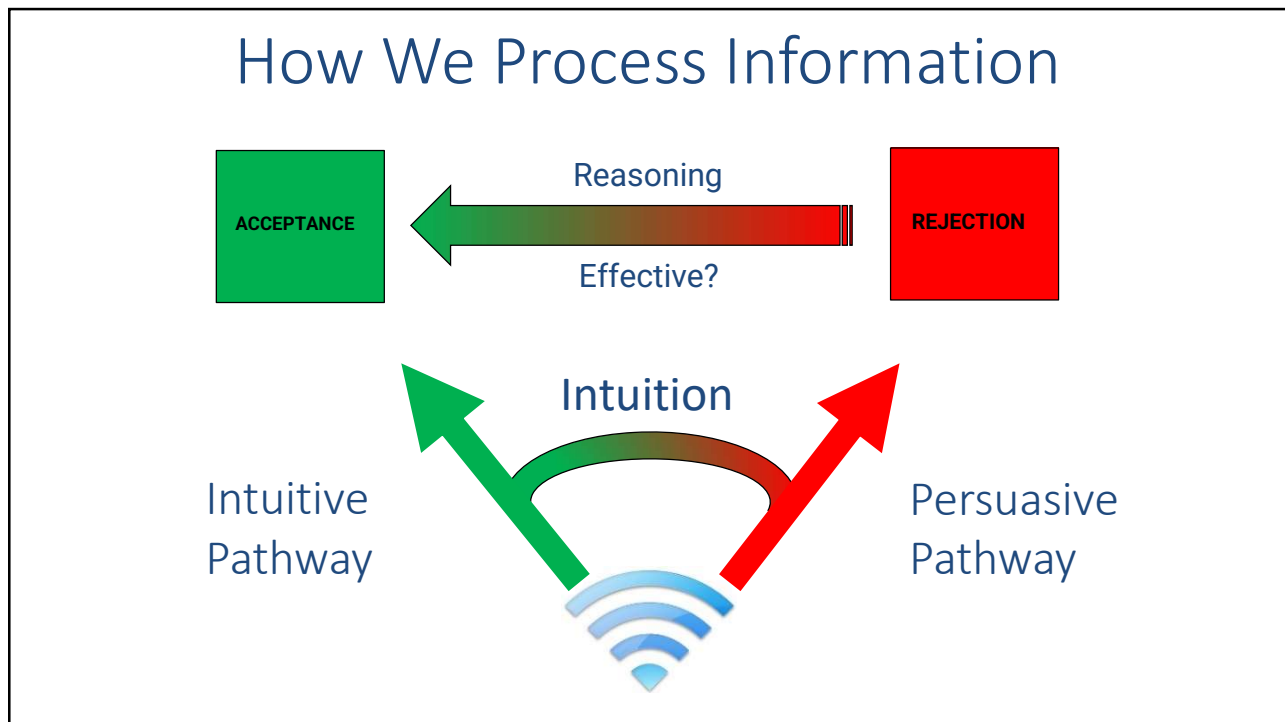


Start with the  
elephant on your  
side.

We have limited bandwidth  
to explain or persuade.

22

22



23

### 6 Moral Foundations

Our reactions, judgements and choices are intuitively based on our existing moral foundations.

- 1 CARING
- 2 FAIRNESS
- 3 SANCTITY
- 4 AUTHORITY
- 5 LOYALTY
- 6 LIBERTY

24


Campaign Communications Directors also understand the power of these signals

The graphic shows the Hollywood sign in a dark, silhouetted setting. Below the sign are six vertical bars of different colors, each containing a word written vertically. From left to right, the bars and their words are: a red bar with 'CARING', an orange bar with 'FARINERSS', a green bar with 'SANCTITY', a light blue bar with 'AUTHORITY', a medium blue bar with 'LOYALTY', and a dark blue bar with 'LIBERTY'.

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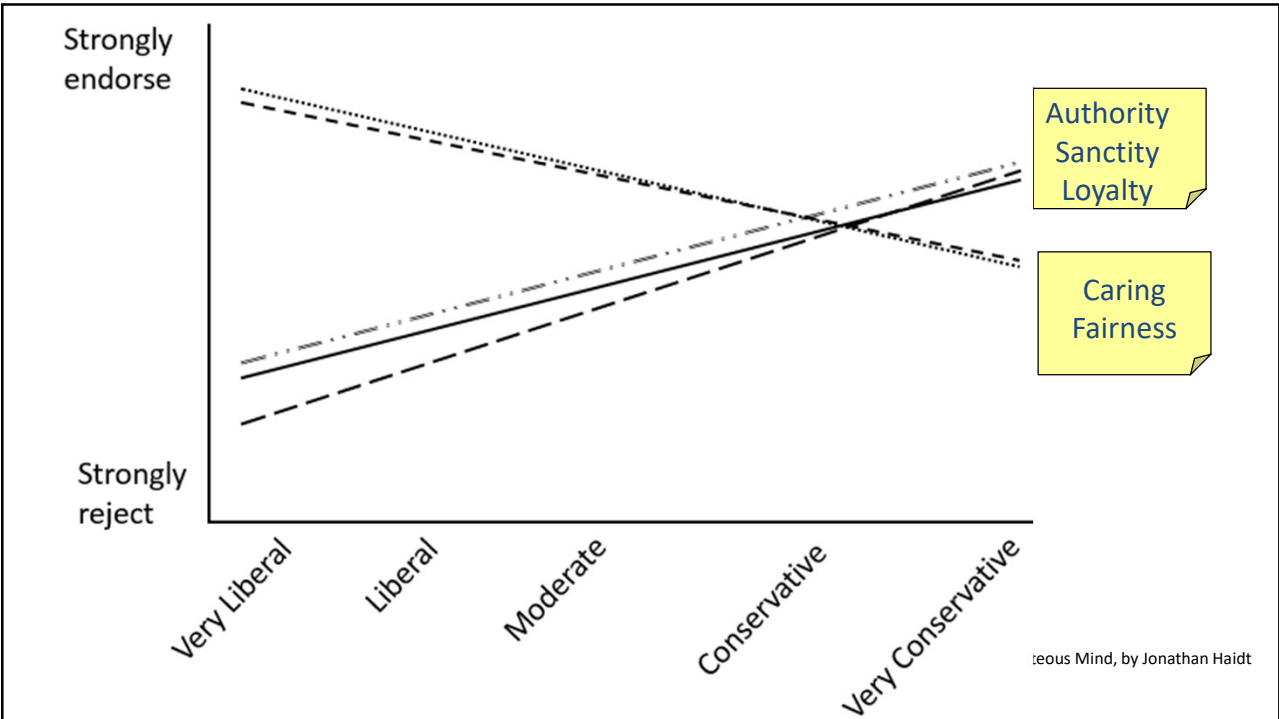


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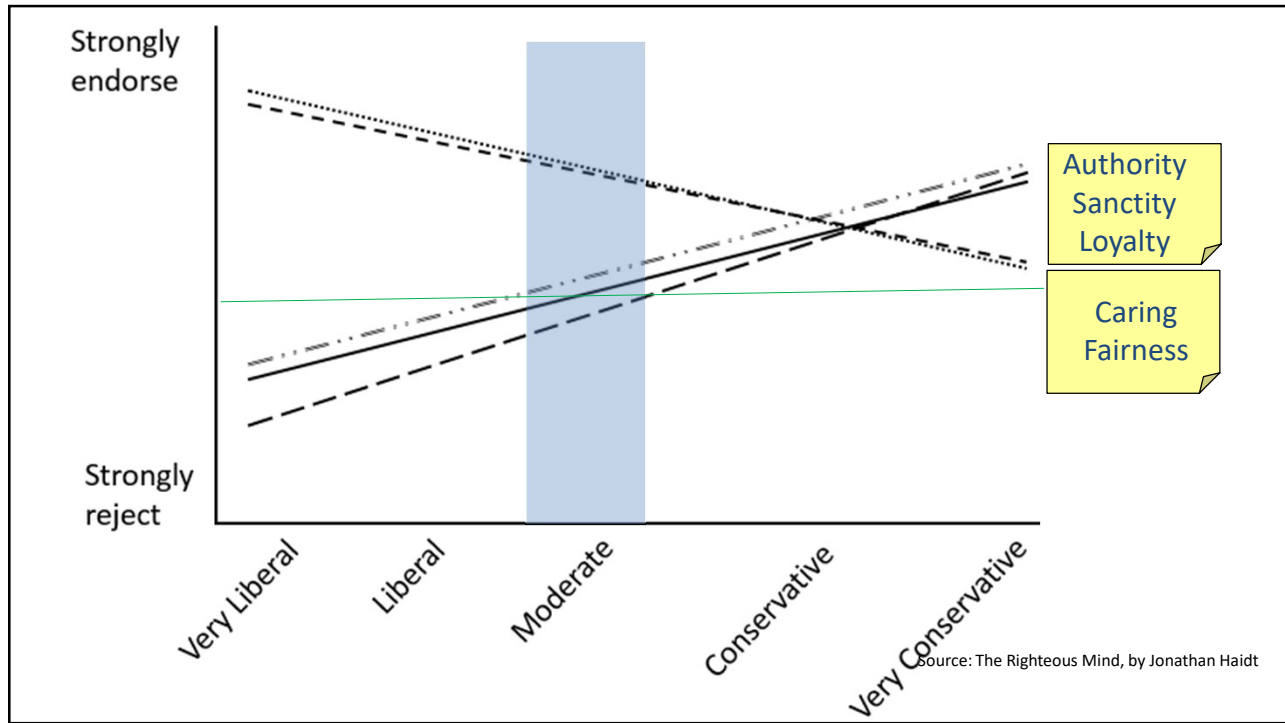


- 1 CARING
- 2 FAIRNESS
- 3 SANCTITY
- 4 AUTHORITY
- 5 LOYALTY
- 6 LIBERTY

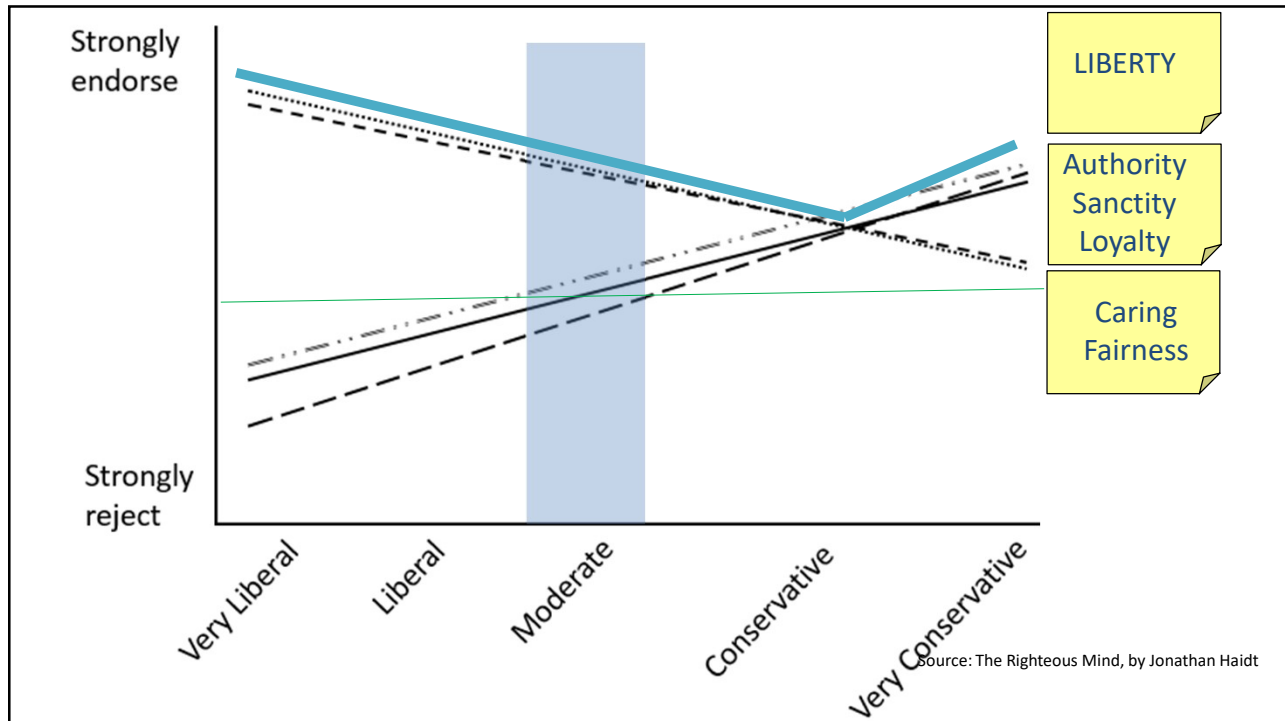
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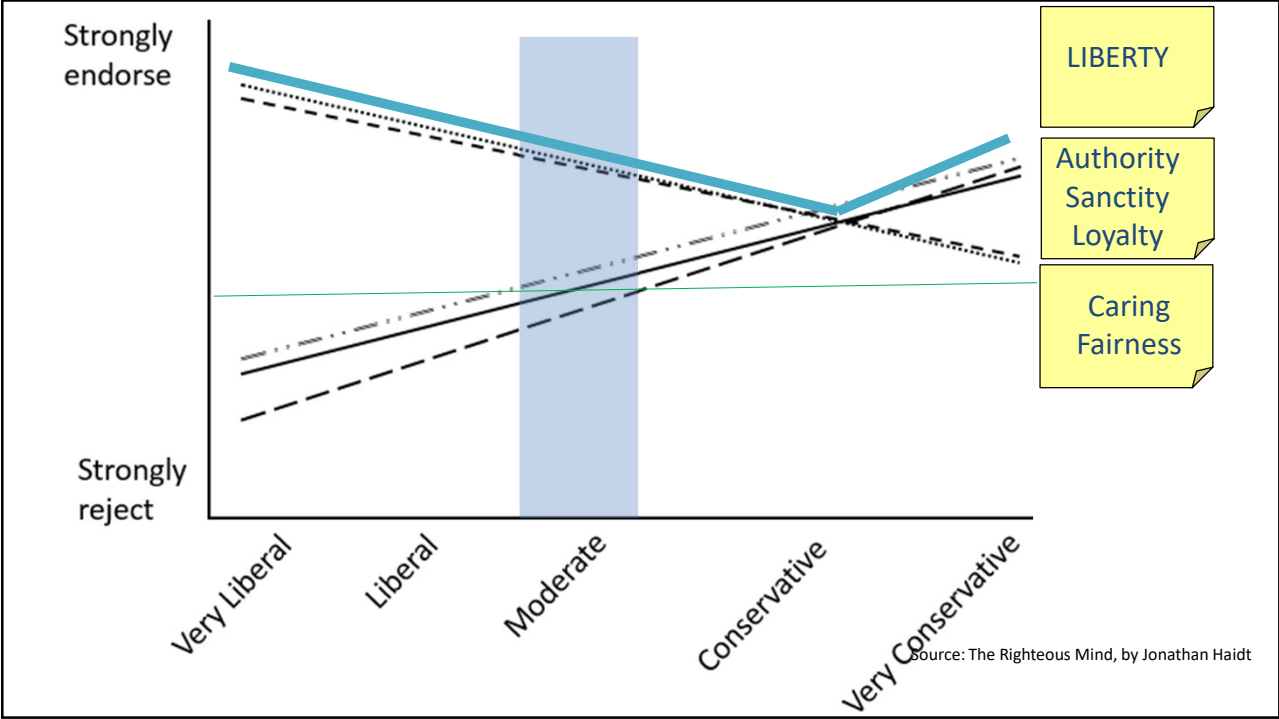
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32



## Messages that Work

Caring  
Fairness  
Liberty

- **Abortion Hurts Women**
  - Infertility
  - Depression & Suicide
  - PTSD
- **Babies Feel Pain** - late-term, dismemberment abortions
- **Medical Protections** women currently have go away
- **Parental Rights** are attacked
- **Men Coerce Women** into aborting babies

33

**Which moves you more?**

34

## OPTION 1

**An addiction counselor recently reported that 100% of his female clients had been sexually abused, 70% reported having experienced abortion, and 100% of them said they were coerced into abortion by the baby's father or their parents.**

**Legal abortion allows men to force women into abortion, which is harmful to their mental health.**

35

## OPTION 2

Brook was trafficked.

When she became pregnant, she hid the baby, thinking that the baby would eventually mean the rapes would stop.

Instead, when her traffickers found out, they threatened her life and forced her to have a late-term dismemberment abortion. Her abortionist never reported the rape to the police, nor her pregnancy to her mother.

Before she was rescued, she was suicidal and wanted to die.

**Legal abortion allows men to force women into abortion, which is harmful to their mental health.**

36

## Problem

### Option 1: Statistics

Analytical thinking diminishes emotional responses

Statistics are not caring

You can't empathize with a statistic

Use statistics to make a connection

37

### Option 2: Brook

Very personal, emotional, easier to connect

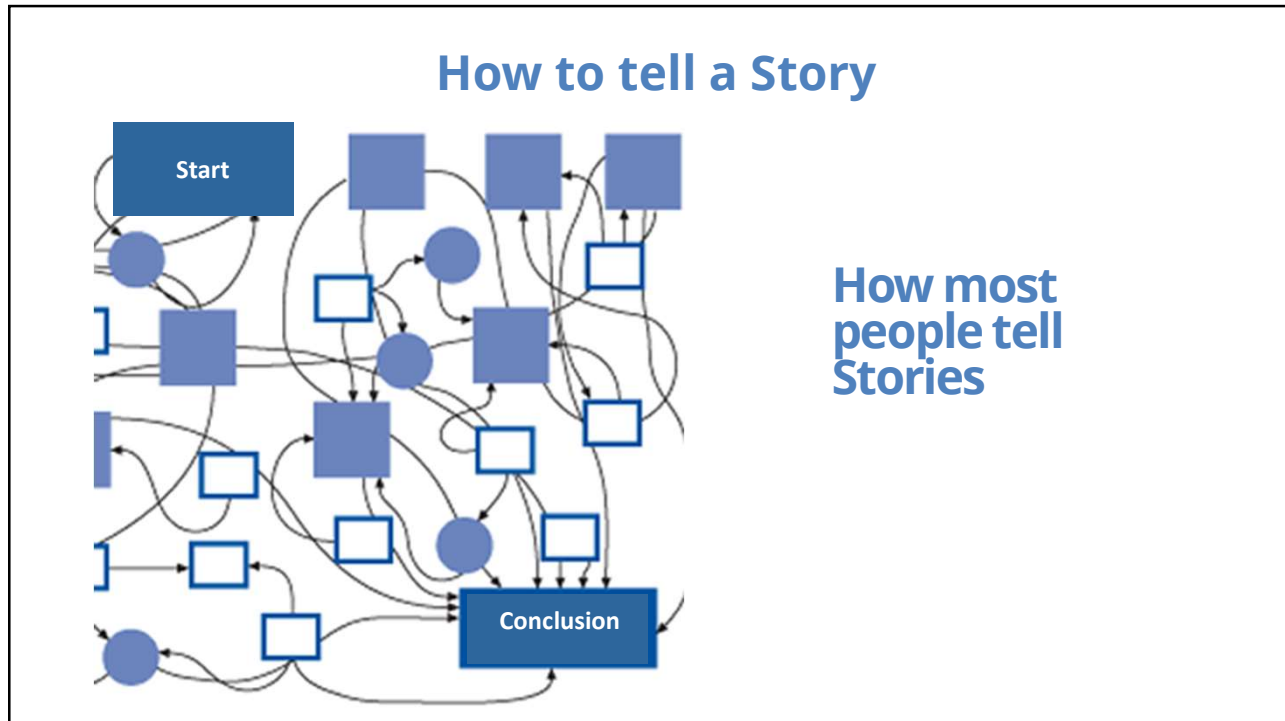
A good story releases oxytocin (the bonding hormone)

**Connection** leads to **Empathy** leads to **Action**

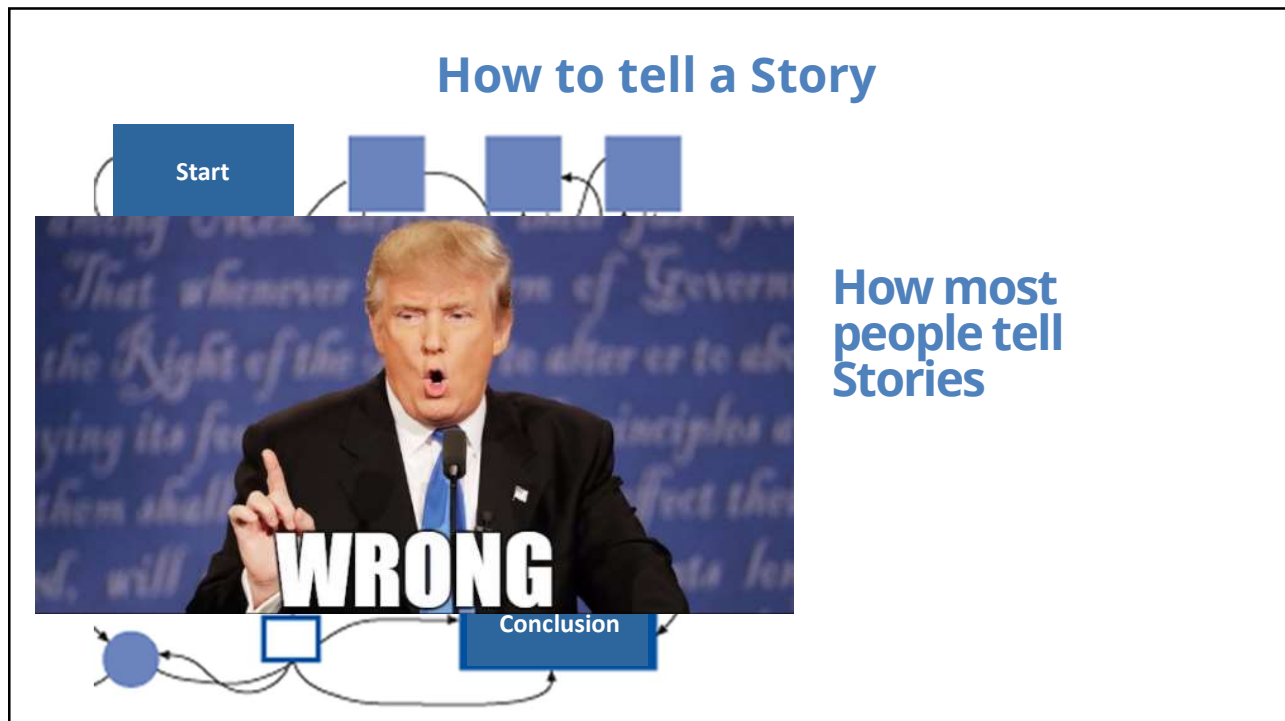


Paul J. Zak, Why Your Brain Loves Good Storytelling, *Harvard Business Review*, October 28, 2014

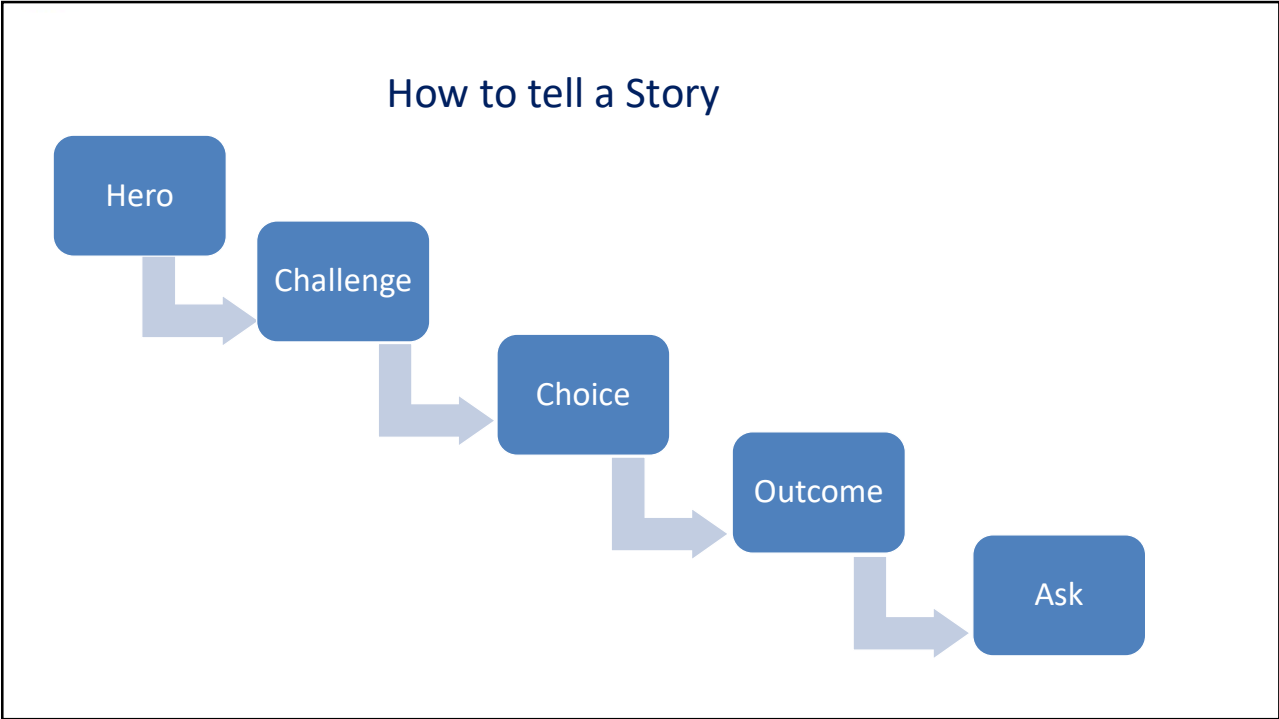
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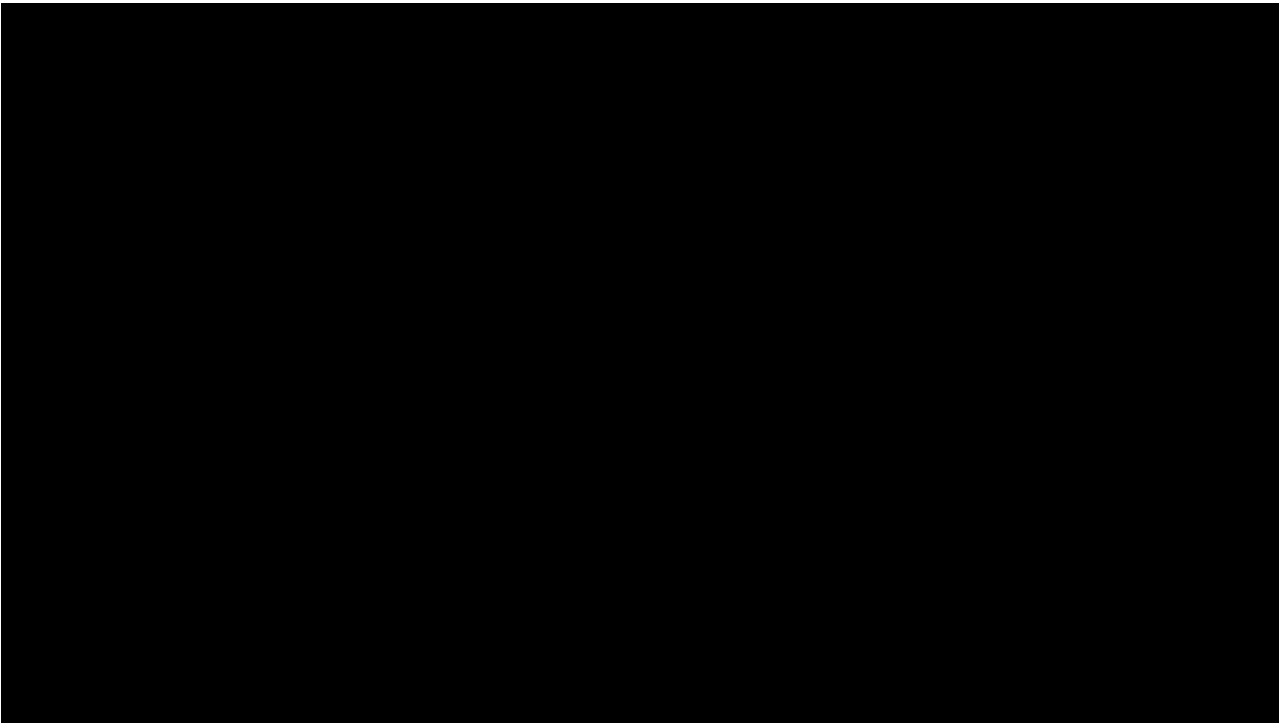
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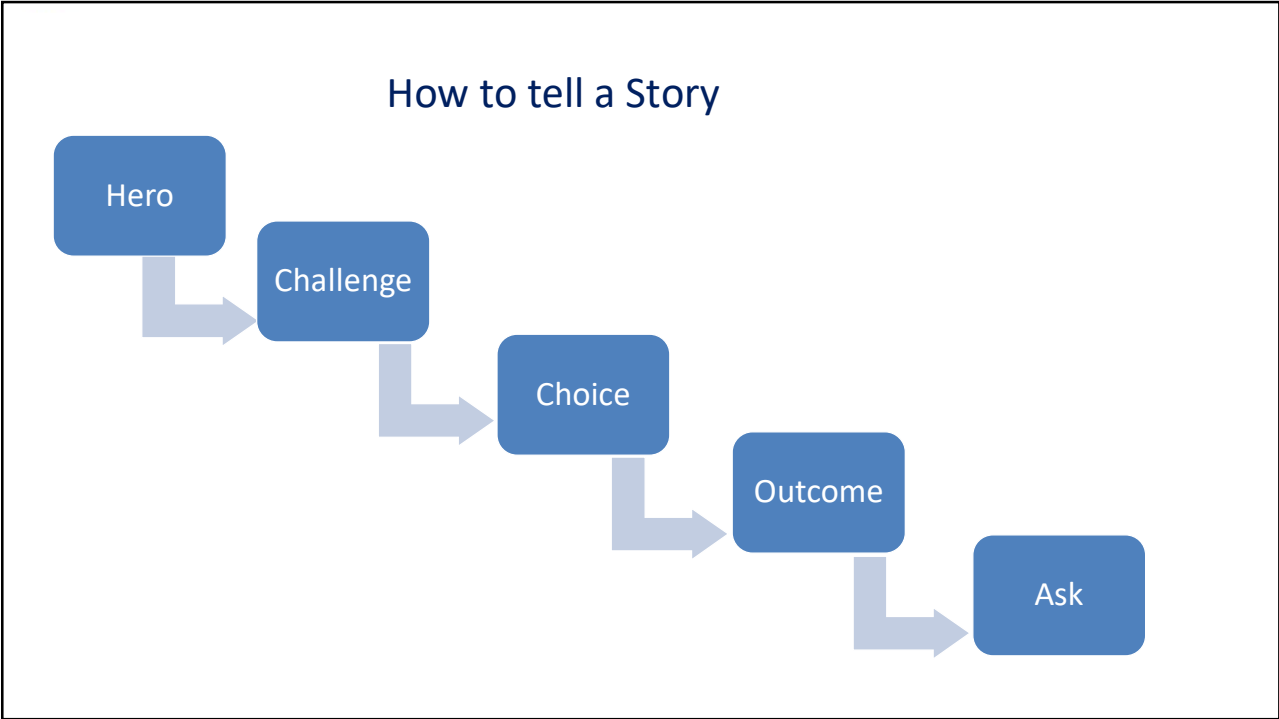
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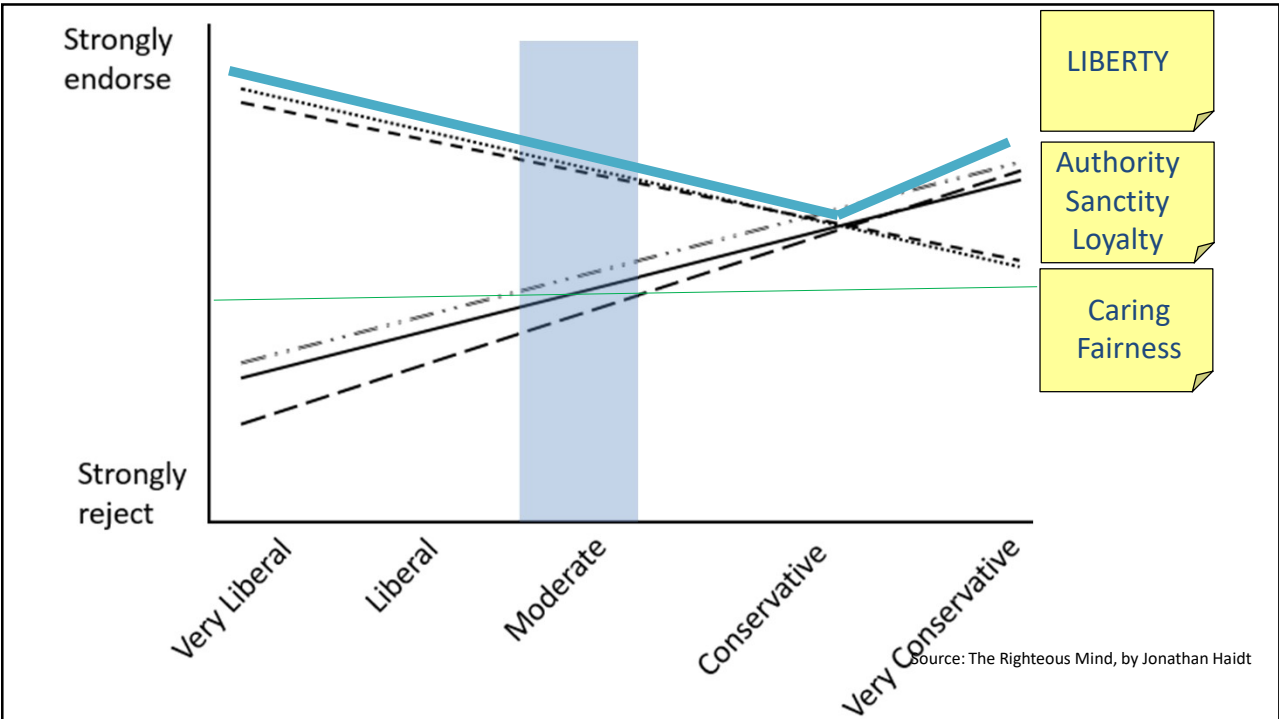
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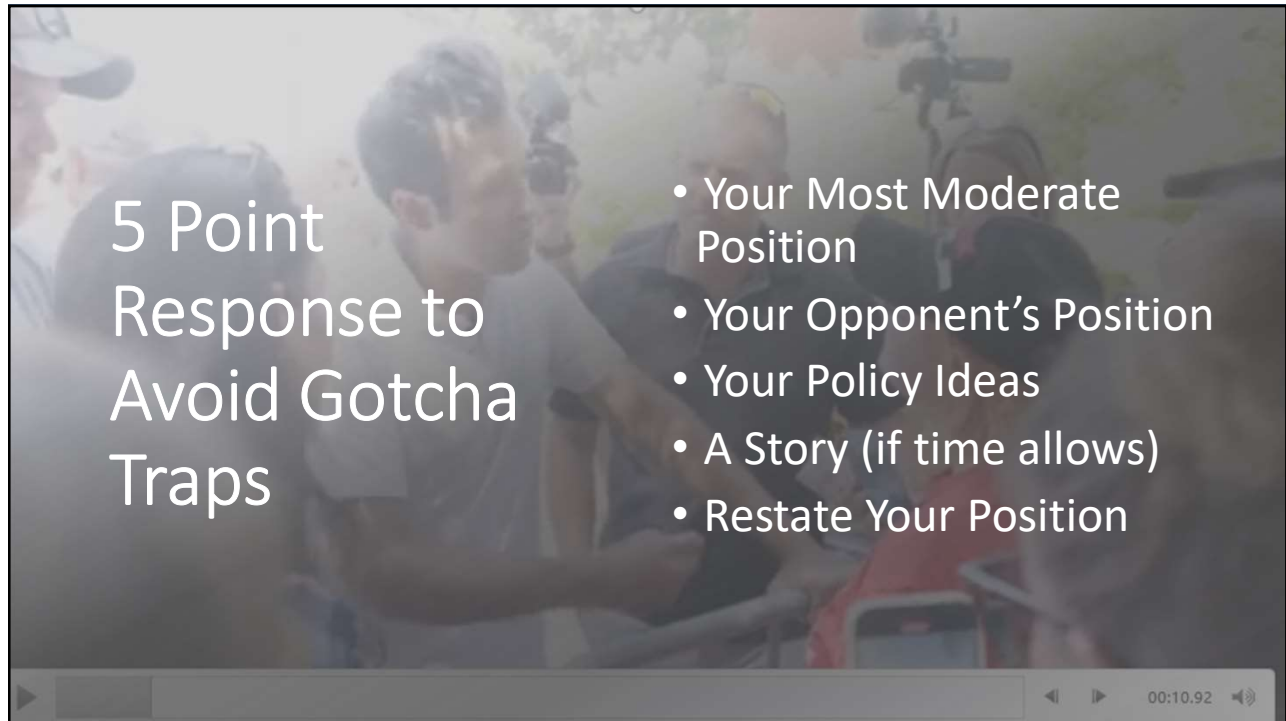
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43



44



5 Point Response to Avoid Gotcha Traps

- Your Most Moderate Position
- Your Opponent's Position
- Your Policy Ideas
- A Story (if time allows)
- Restate Your Position

00:10.92

The image shows a video player interface. On the left, the title '5 Point Response to Avoid Gotcha Traps' is displayed in white text over a semi-transparent dark background. To the right, a bulleted list of five points is shown in white text. The background of the video player is a blurred scene of people. At the bottom right of the player, there is a progress bar and a timestamp '00:10.92'.

45



**Stay on Message**

**Repeat as Necessary**

The image is a graphic with a white background. On the left side, there is a vertical red bar. To the right of this bar, the text 'Stay on Message' and 'Repeat as Necessary' is written in white, bold, sans-serif font. The text is arranged vertically, with 'Stay on Message' above 'Repeat as Necessary'. To the right of the text, there is a large black rectangular area.

46



47

**Make Your Message Stick**

- Simple
- Unexpected
- Concrete
- Credible
- Emotional

*NEW YORK TIMES BESTSELLER*

Why Some Ideas Survive and Others Die

**MADE**  
to  
**STICK**

Chip Heath & Dan Heath

With **ADDED MATERIAL** (now extra sticky!)

48





49



## Simple


Find the core of the idea

What is the simplest way you can say your goal?

- It's the economy stupid
- The low cost airline
- A bird in the hand
- Please re-elect Gerald... Plea

50

## Unexpected



Add surprise to your message


1. The Gap Theory
  - Verbal click bait
2. Present your problem as a mystery
3. Do something unconventional

51

## Credible

Are you believable?

1. Internal – Your bio
2. 3<sup>rd</sup> Party
3. Anti-authority – A client
4. Testable Credentials
  - Are you better off now than 4 years ago?
5. Statistics\*



52

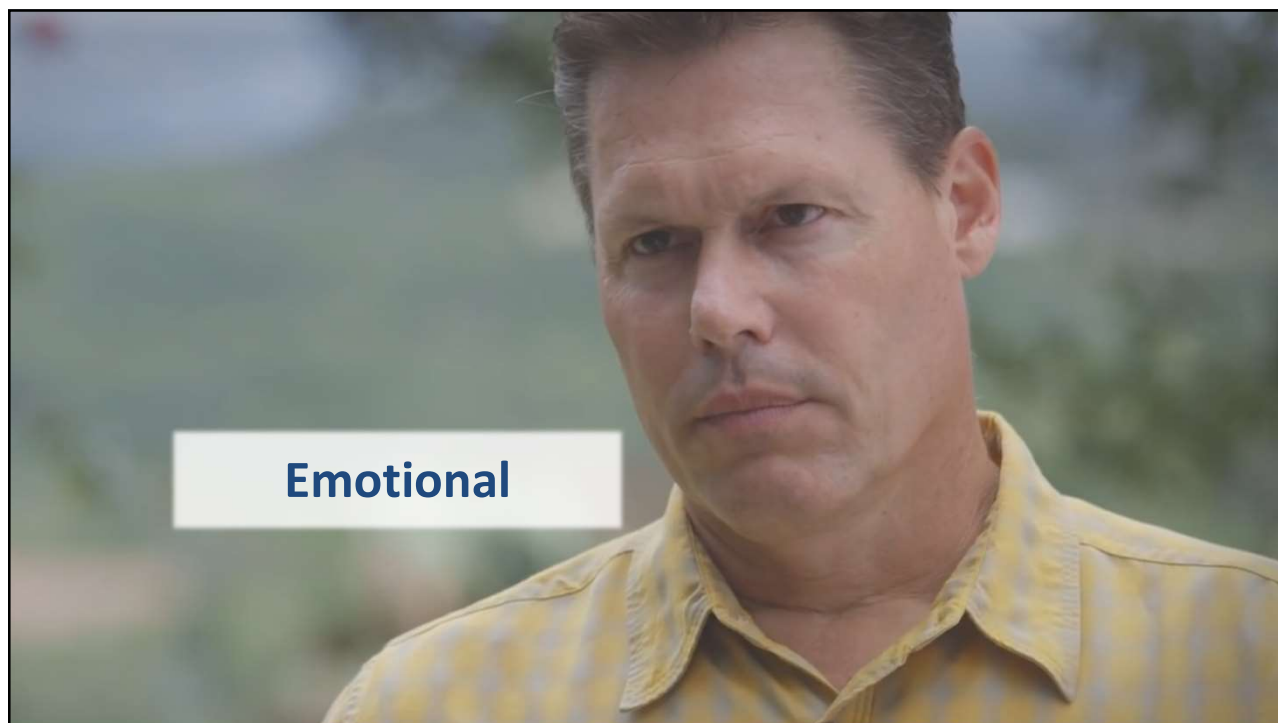


## Concrete

Specific, vivid details

- Anchor the mind's eye
- Increase emotional response
- Give credibility to a story

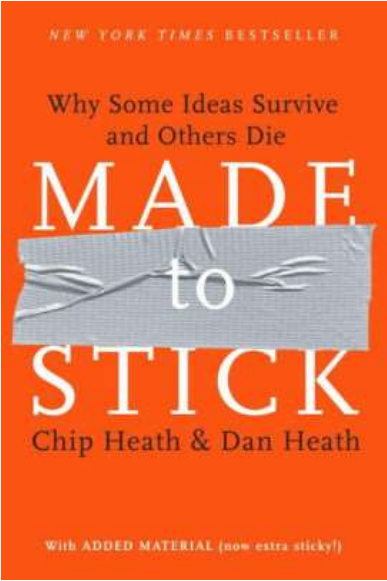
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## Emotional

54

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories
- Stick



55



# K.I.S.S.

56



57

Email about an LI training from Allen Stevo:

Molly Thatcher, the instructor, strongly suggested 30 to 40 second answers for live radio. I was skeptical of her suggestion because I had been doing media and was often asked back on. I had a lot to say that could not fit into 30 seconds.

She said, “you say more with less,” because you get asked more questions.

Today, while sitting on hold waiting to go on, I decided, “Why not just keep an eye on my phone timer, write down the response time to see if I can keep it under 40 seconds?”

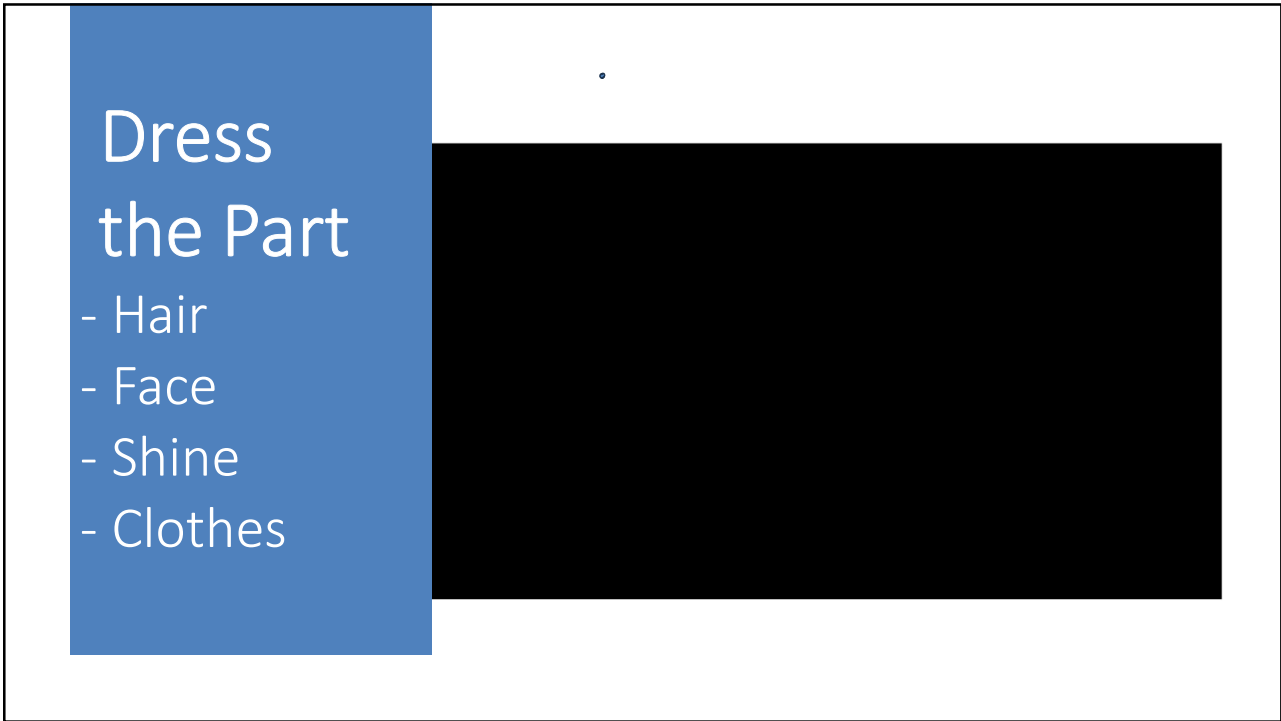
I’m usually asked 2 to 3 questions in a radio interview. This morning I was asked 9 questions. Each answer was 25 to 50 seconds.

There’s a lot more room in 40 seconds. It helped to have that restraint.

58



59



60

Proper Posture

- Stand straight
- Sit up



MATT & MERCEDES SCHLAPP SPEAK AT THE VALUE THEM BOTH EVENT IN WICHITA, KS

61

Proper Posture

- Stand straight
- Sit up



62

Eyes


- At the Interviewer
- At the Camera
- Just Ask



63

Background

- What is behind you?



64





65

## Communications Basics

### Earned media

- Free coverage in any medium
  - Newspapers
  - Local & National TV
  - Blogs
  - Radio

### Paid media

- Messages paid for direct communication


### PAID MEDIA

Advertising that is placed and bought by the marketer


### EARNED MEDIA

Communication about a brand that is not managed by the marketer


  
TV

  
NEWSPAPERS

  
WEBSITE

  
WORD OF MOUTH

  
REVIEWS

  
NEWS COVERAGE

66

## Communications Basics

- Agree on a strategy
- Execute the strategy
- Narrowly focused messaging
  - Remember: less is more when you are on defense

67

## Communications Basics

### Immediately correct false information

- Be proactive
- This is urgent

*“A lie gets halfway around the world in the time it takes for the truth to put on its pants”*

68

## Working with Reporters

“The average reporter is lazy, as the rest of us are, and sufficiently harassed by deadlines that he will want to use material as filler without need for an extensive rewrite.”

Lee Atwater

69

## Effective Campaign Tactics

### Exclusives

- Work with one specific outlet to ensure an exclusive story
- Choose the reporter and the media outlet
- Use “embargo” for sensitive timing

### Leaks

- About candidate to control timing and coverage
- About opponent to make them play defense

70

## Communications Products

### Statements

- A short quote sent by itself, not a full release
- The less you provide, the less the media pick and choose

### In Case You Missed It

- Sending out a story, editorial, or Op-Ed

71

## Communications Products

### Press advisories

- Give press advance notice of an upcoming press event (5w+h)
- Sent at minimum day before unless circumstance is extraordinary

### Press releases

- Answer the who, what, where, when, why and how
- Intended to result in news coverage

72

## Press Release Strategy

Writing effective press releases

- Issue before 11AM
- Use Associated Press (AP) style
- First paragraph: who, what, when, where and why
- Include good quotes
  - Use short, punchy sentences
  - Limit the number of sentences
  - Force the reporter to use specific language

73

## Press Release Strategy

- Releases should result in some type of earned media
  - Don't be boring
  - No coverage = wasted release
  - Always put the text of releases inside the body of the email
  - Pithy subject lines increase open rates

74



75

# Press Release Strategy

**FOR IMMEDIATE RELEASE**  
October 3, 2009

**CONTACT:**  
Collin Corbett | (224) 578-1501  
[ccorbett@nextgenerationrepublicans.org](mailto:ccorbett@nextgenerationrepublicans.org)

**Elk Grove Township Republicans Endorse Robert Dold for Congress**  
*Small Business Owner Receives Over 60% of the Vote*

Arlington Heights, IL – Small business owner Robert Dold secured the support of the Elk Grove Township Republicans today, receiving their endorsement of his bid for the 10<sup>th</sup> Congressional District. He easily outpaced his opponents, receiving over 60% of the vote at their endorsement session in Arlington Heights.


"I am honored to receive the support of the hard-working Republicans of Elk Grove Township," stated Dold. "It is clear that grassroots Republicans want a strong, independent voice representing them in this election, not business-as-usual Springfield politicians. We are going to win this race and bring common sense back to the debate in Washington."

Robert Dold, former Investigative Counsel for the Government Reform and Oversight Committee, is picking up widespread support in his bid for Congress, evidenced by his dominant showing in the first 10th District endorsement session of the Primary.

**About Robert Dold:**  
Robert Dold is a small business owner and active member of his community. He is President of Rose Pest Solutions and serves as Scoutmaster for the Troop 13 Senior Scouts. A graduate of New Trier High School, Dold holds an MBA from the Northwestern University's Kellogg School. He has worked in the White House and on Capitol Hill as investigative counsel for the Government Reform and Oversight Committee. Bob and his wife, Danielle, have three children.

###

76



## Communications Plan

May 2021

SUN	MON	TUES	WED	THURS	FRI	SAT
						1 SM- show candidates and members door knocking
2						8
	NL:ML	E:ML - 3 weeks out reminder SM- Last Day to register to vote	E:GR- reminder email of upcoming GR activities this weekend PR:PL- brag about voter reg gains, pumpup candidates	LTE- why our candidates are the best choice (Chair)		
9 Mother's Day SM- Mother's Day Post	NL:ML	10 E:PW- reminder to pick up poll materials SM- one week until Election Day, mail in ballot deadline	11 FR:E:ML- Last minute fundraising email to ask for help with poll materials and victory party E:GR- reminder email of upcoming GR activities this weekend	12 E:PW- reminder to get poll bags E:ML- Rally reminder	13 MA:PL- Candidate rally E:ML- Rally reminder SM- Candidate rally reminder	14 SM- show candidates and members door knocking E:PW- reminder to get poll bags IP- Candidates rally at HQ, open press
16 SM- Two days until the Election - find your polling place	NL:ML SM- One Day until the Election - find your polling place MA:PL Victory Party location and time	17 Election Day! SM- Election Day - find your polling location PR:PL- Victory Statement SM- Victory Statement	18 E:ML- Election Re-cap and Thank-you SM-Thank you to volunteers	19	20	21
23						29
	NL:ML					
30	Memorial Day SM- Memorial Day Post	31 <b>NOTES</b> E= Email FR= Fundraiser NL= Newsletter SM= Social Media Post PR= Press Release MA= Media Advisory LTE=Letter to Editor IP= In-person event ML= Master List CM=Committee Members PW=Poll Workers GR= Grassroots Volunteers PL= Press List				

77

77

## Communications Plan

### Develop a Communications Calendar

- How and where you will communicate on
  - Upcoming events
  - Newsletters
  - Asking for Volunteers
  - Asking for Money
  - Social Media
  - LTE's and Op-Eds
  - Election Deadlines
    - AB Deadlines
    - Voter Reg

78

# Build Now for Later

- Develop a Press List that includes Print, TV, and Radio
  - Reporters, Editors, TV News Reporters, TV News Producers, Radio Hosts, Radio Producers
  - Keep email, phone numbers, social media site
- Build Relationships
  - Reporters are people too, make a point to get to know them
  - Where it makes sense, invite them to your events

79



# Communications Plan

A	B	C	D	E	F	G	H	I	J	K	L
1	First Name	Last Name	News Organization	Type	Region	Email	Office Phone	Cell Phone	Twitter	Website	Notes
2	Ford	Turner	Allentown Morning Call	Print/Online	Lehigh Valley	tturner@mcall.com	717-783-7305		@FordTurnerMCall	https://www.mcall.com/about/ford-turner-staff.html	
3	Larry	Rosenthal	AP	Print/Online	Southeast	lrosenthal@ap.org	215-446-6631		@rosenthallarry		
4	Michael	Rubinkam	AP	Print/Online	Statewide	mrubinkam@ap.org			@michaelsrubinkam		
5	Mark	Scolloro	AP	Print/Online	Statewide	msscolloro@ap.org	717-238-9413	610-334-7076	@houseofbuddy	https://apnews.com/Harrisburg	
6	Marc	Levy	AP	Print/Online	Statewide	mlevy@ap.org	717-238-9413	610-868-7754	@tmsleywriter	https://apnews.com/MarcLevy	
7	Chris	Comisac	Capitol Wire	Online	Statewide	ccomisac@capitolwire.com	(717) 986-0225			https://capitolwire.com/default.aspx?tabstucknum=50	
8	Christen	Smith	The Center Square	Online	Statewide	csmith@thecentersquare.com					
9	John	Finnerty	CNH1	Online/Print	Statewide	jfinnerty@cnhi.com	570-246-3463		@cnh1pa	https://www.cnh1news.com/users/profile/john%20finnerty/	
10	Todd	Shepherd	Delaware Valley Journal	Online	Southeast	todd@insidesources.com		405-274-2800	@shepherdreports	https://delawarevalleyjournal.com/author/todd/shepherd/	
11	John	Baer	Freelance / PennLive	Online	Statewide	baer.columist@gmail.com			@jbaermburg		
12	Chris	Brennan	Inquirer	Print/Online	Southeast	cbrennan@inquirer.com	215-854-5973		@ChrisBrennan	https://www.inquirer.com/author/brennan_chris/	
13	Chris	Palmer	Inquirer	Print/Online	Southeast	cpalmer@inquirer.com	215-854-2817		@cpalmer	https://www.inquirer.com/author/palmer_chris/	Crime Reporter
14	Chris	Lik	Keystone Report	Online	Statewide	Christlik@gmail.com		717-737-7687			
15	News	Desk	My PLS	Online	Central	mypls@mypls.com					
16	Nina		My PLS	Online	Central	nina@mypls.com					
17	John	Mickel	PA Capital-Star	Online	Statewide	jmicke@penncapital-star.com			@byJohnMickel	https://www.penncapital-star.com/author/john-mickel	
18	Stephen	Caruso	PA Capital-Star	Online	Statewide	scuruso@penncapital-star.com			@StephenJ_Caruso	https://www.penncapital-star.com/author/Stephen-Caruso%E2%80%9D%2009e	
19	Elizabeth	Hardison	PA Capital-Star	Online	Statewide	ehardison@penncapital-star.com			@EzHardison	https://www.penncapital-star.com/author/Elizabeth-Hardison%E2%80%9D%2009e	
20	Ed	Mahon	PA Post / WITF	Online/Radio	Central	emahon@papost.org			@edmahonreporter		
21	Charlie	Thompson	Patriot News	Online/Print	Central	cthompson@pennlive.com			@ChasThompson1	https://connect.pennlive.com/staff/charthompson.posts.html	
22	Jan	Murphy	Patriot News	Online/Print	Central	jmurphy@pennlive.com	717-255-4105		@JanMurphy		
23	Francine	Schertzer	PCN	Cable News	Statewide	francineschertzer@pcentv.com			@FSchertzer	https://pcentv.com/2015/11/03/francineschertzer/	
24	Larry	Kasper	PCN	Cable News	Statewide	larrykasper@pcentv.com				https://pcentv.com/2019/06/05/larry-kasper-producer-and-host/	
25	Robert	Krout	PCN	Cable News	Statewide	robkrout@pcentv.com					
26	News Room	PCN	PCN	Cable News	Statewide	events@pcentv.com	717-730-6000				
27	Julian	Routh	Pittsburgh Post-Gazette	Print/Online	Southeast	jrouth@post-gazette.com	1-800-228-6397		@JulianRouth	https://www.post-gazette.com/	Greater Pittsburgh
28	John	Cole	Politics PA	Online	Statewide	john@politicspa.com		215-900-5388	@John_Cole		
29	Brad	Christman	Radio PA	Radio	Statewide	brad_christman@radiopa.com	800-725-5021				
30	Angela	Coulombis	Spotlight PA	Online	Capitol	acoulombis@spotlightpa.org	717-787-5934	717-350-3339	@AngelaClnk	https://www.inquirer.com/author/coulombis_angela/	PA Capitol Reporter
31	Sarah Anne	Hughes	Spotlight PA	Online	Statewide	shughes@spotlightpa.org			@sarahanne_news		

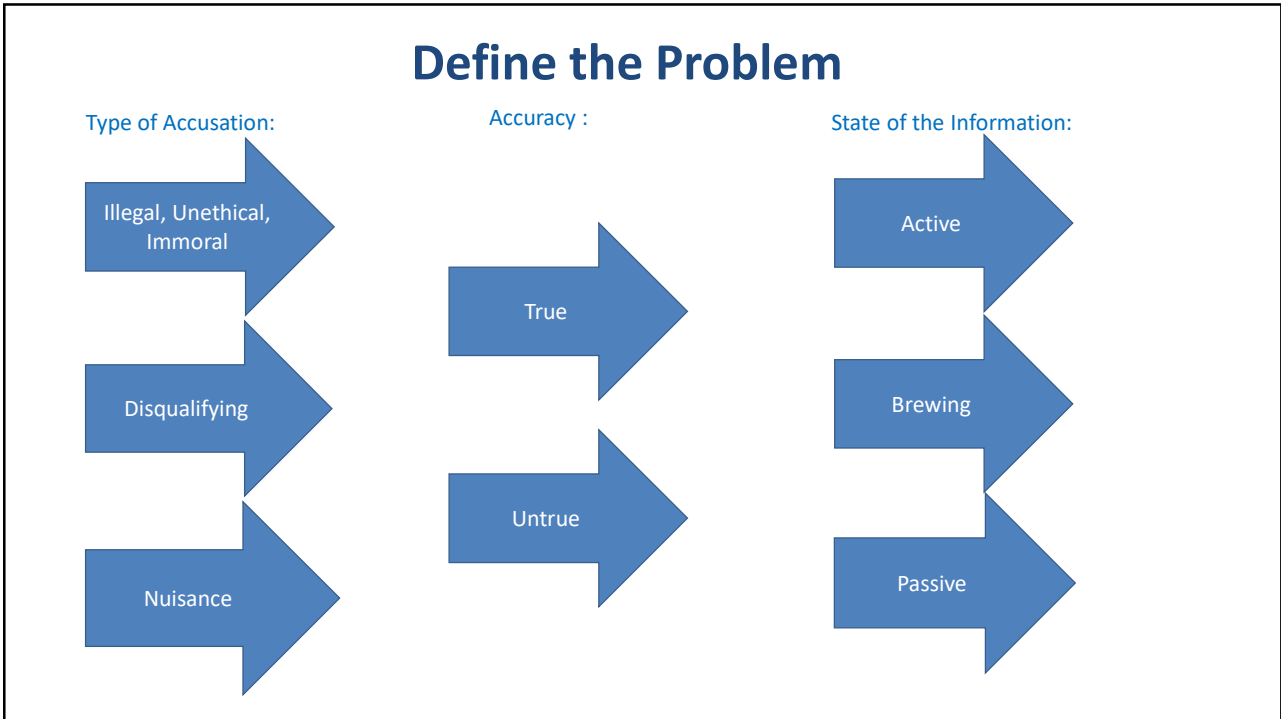
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# Handling Negative Information

81



82

## Understanding the State of Information

- If it's active or brewing, who is talking
  - Can you find ways to make them stop?
- Who is the best to ask them to stop
  - Hint: Not your lawyer

83

## Things to Remember

- If you are explaining, you are losing
- Engage on your terms
- Stick to your narrative
- If it's passive, leave it alone
- Listen to advisors, not just your lawyer

84

## Ignore the Criticism

- Applies to Nuisance & Disqualifying Information
- Usually, the best option
- Most criticisms are duds
- Very difficult to do
  - Pride
  - Set the record straight
- The danger: Vigorously defending every criticism
  - Opposition will see & attack every AM
  - Spend every afternoon responding



85

## If you respond... remember

- Acknowledge using chosen vocabulary
- Defend
  - Right thing to do
  - Common problem
  - Look for a positive moral link
- Enlist third parties in the defense
- Pivot back to message



86

## Dealing with Media Scrutiny



87

## Why Communications Matter

Earned media > Paid media?

Did the campaign...

- effectively deliver the message?
- define the race?
- define the opponent?
- message break through?

88



89