

# Know Your Audience

STRATEGIES FOR OPENING CHANNELS OF COMMUNICATION

SEPTEMBER 7, 2017



Healthy Teen Network

## Welcome!



**Pat Paluzzi, CNM, DrPH**  
President & CEO  
Healthy Teen Network

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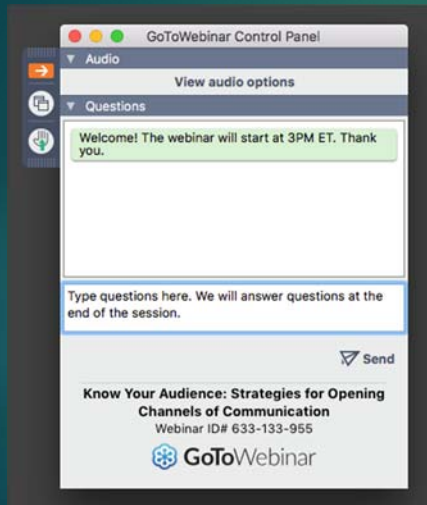
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## About Today's Session

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## Finding Common Ground: 2017 Advocacy Project

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### Project Goal:

Increase capacity to educate public policymakers on the imperative of sustaining & increasing public investment in positive sexual health education & services for young people.

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## Today's Presenters: Steinhauser Strategies

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► Randan Steinhauser



► Brendan Steinhauser

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## GOALS FOR TODAY

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- Identify common ground with elected officials by understanding their background and record
- Identify ideas for utilizing effective storytelling and compelling narratives to drive home a message
- Feel prepared to partake in constructive conversations with policy leaders who may not agree with you but are willing to hear your message
- Identify ways to amplify your message after meetings

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## Ways to Understand Your Elected Officials

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- ▶ Understand their personal background: personal story, academic background, marital status, and religious beliefs
- ▶ Understand their policy background: prior jobs to holding office, public statements on policy issues, record votes, sponsored bills
- ▶ Understand their district: who do they represent – demographically
  - ▶ Members always want to say, “I’m doing what my district wants” or “I’m voting with my district.” Is that always the case?
- ▶ Understand their donors: who provides campaign contributions and does that provide insight into their base/background?

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## Identifying the Best Messenger

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- ▶ Once you have an understanding of *who* you’re talking to, figure out the best messenger to convey your narrative
  - ▶ Constituents – make sure you find folks who are represented by the member
  - ▶ Compelling narratives – family stories, hardships overcome, happy-ending stories
- ▶ Ensure your messenger knows the message!

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## Choose your Narrative Wisely

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- ▶ Decide on your narrative ahead of time and base it on the background of your elected leader, the messenger, and what has worked in the past
- ▶ What are you asking for?
- ▶ Identify your best talking points and stick to them! Do not get trapped in a messaging battle with someone who is unlikely agree with you – keep it top-level, big-picture
- ▶ Provide anecdotes and examples

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## Ideas for Communicating Effectively

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- ▶ Be prepared: understand who you're talking to and their background
- ▶ Choose your messenger wisely – what are you asking for?
- ▶ Stick to your talking points
- ▶ Stay respectful
- ▶ Ensure there is appropriate follow-up

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# Finding Common Ground

OPPORTUNITIES FOR UNITING IN A SHARED GOAL  
WITH CONSERVATIVE DECISION-MAKERS  
SEPTEMBER 14, 2017



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**Gina Desiderio**  
Director, Communications  
Healthy Teen Network

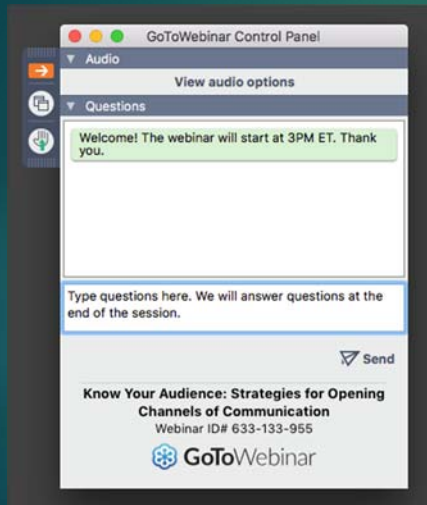
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ISSUE BRIEF

**FINDING COMMON GROUND**  
 AN OVERVIEW ON KEY CONSERVATIVE PRINCIPLES  
 TO SUPPORT SHARED GOALS FOR ADOLESCENT  
 SEXUAL & REPRODUCTIVE HEALTH

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## New Resource: Issue Brief

Available on our website  
after today's webinar!

## Today's Presenters: Steinhauser Strategies

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## GOALS FOR TODAY

- ▶ Explore common conservative perspectives, attributes, and philosophies that guide political decisions
- ▶ Expand on the five guiding principles of conservatism
- ▶ Identify areas for agreement and opportunities to work together with conservatives
- ▶ Feel prepared to partake in constructive conversations with policy leaders who may not agree with you but are willing to hear your message
- ▶ Identify additional resources for better understanding various conservative perspectives



## Overview of Research and Methods

- ▶ 4-Week interview process with more than twenty conservative-leaning thought leaders, elected officials, activists, parents, and educators; age, geographic, religious diversity
- ▶ Focused on areas of Adolescent Sexual and Reproductive Health including:
  - ▶ Sexuality Education
  - ▶ Risk Prevention
  - ▶ Youth Access to Sexual and Reproductive Health Services
  - ▶ Parental Consent
  - ▶ Youth Access to HPV Vaccine
  - ▶ Youth Access to PrEP



## Who Are Conservatives?

- ▶ **Age/Race/Gender:** older, whiter, men more likely to be conservative
- ▶ **Religious Views:** Regularly attend church; Evangelical; 40% of Catholics
- ▶ **Community/Cultural:** Rural, local community-focused, overtly patriotic, generously donate to charity, Fox News viewers



## Not All Conservatives are the Same

- ▶ Fiscal Conservatives
- ▶ Religious Right
- ▶ Libertarian-Leaning
- ▶ Trump Voters
- ▶ Tea Party
- ▶ "Establishment"
- ▶ National Security Hawks

*NOTE: These represent a variety of "types" of conservatives – there are areas for agreement but also disagreement among these factions*





## Five Principles of Conservatism

1. Limited Government
2. Local Control
3. Parental Involvement
4. Anti-Abortion
5. Morality/Values



## LIMITED GOVERNMENT

- ▶ Rights come from God, not Government
- ▶ 10<sup>th</sup> Amendment Focus – Federalism
- ▶ Focus on local government, not distant federal gov't
- ▶ Wary of federal power/overreach
- ▶ Fiscally, a more limited gov't requires less funding
- ▶ Big government = less freedom, higher taxes, and crowds out the private sector
- ▶ Personal responsibility



## Common Ground on Limited Gov't

- ▶ **Fiscal Impact:** Focus on opportunities to save taxpayer funds
  - ▶ Example: wasted funds on abstinence-only education with no improved outcomes
- ▶ **Credible Messengers:** Partner with more conservative-leaning organizations or individuals when possible
- ▶ **Personal Responsibility:** By educating young adults, we're preparing them to be personally responsible
- ▶ **Local Control:** Focus on working with local decision-makers and involving the community when possible



## LOCAL CONTROL

- ▶ Conservatives prefer local control to state/federal involvement
- ▶ Local government is closer to the people they represent and therefore better able to serve them
- ▶ Local government should *not* be able to reduce freedom or violate fundamental rights
- ▶ Easier to hold locally-elected officials accountable than far-away lawmakers in Washington



## Common Ground on Local Control

- ▶ Engaging in the Community – provide opportunities for community leaders to engage in your work
- ▶ Transparency – Allow anyone to see first-hand the work that you're doing to impact teen lives
- ▶ Provide Examples of Local Partnerships
- ▶ Personal Stories/Testimonials



## PARENTAL INVOLVEMENT

- ▶ Parents should be the ultimate decision-makers in their child's life with little to no government intervention
- ▶ Conservatives fear the encroachment of government into their lives
- ▶ Parents should be able to educate/influence their children on religious/moral ideas
- ▶ Age of consent/access – parents need to be involved before the age of 18 and should have the right to remove their child from sexuality health courses
- ▶ HPV Vaccine





## Common Ground on Parental Control

- ▶ **Parental Involvement:** emphasize the desire to have parents involved
- ▶ **Health Benefits:** regarding HPV vaccine, provide factual information regarding health benefits
- ▶ **Empower Parents:** Identify areas for empowering parents with information/resources to feel more comfortable engaging with their teen



## ANTI-ABORTION

- ▶ One of the most distinguishing characteristics of conservatives is their anti-abortion stance
- ▶ Over 65% of conservatives are anti-abortion
- ▶ Belief that life begins at conception
- ▶ Moral/legal questions relating to abortion
- ▶ Religious perspectives



## Common Ground on Abortion

- ▶ **Full Options Counseling Includes Adoption:** emphasize partnerships with adoption agencies
- ▶ **Focus on Prevention:** Emphasize access to birth control and information for teens
- ▶ **Data Talk:** Focus on the national drop in teen pregnancies in relation to increase access to sexual and reproductive health services



## MORALS & VALUES

- ▶ Traditional Family Values and Morals as a guiding principle
- ▶ Regularly attend church; foundation of their life
- ▶ Natural Law Theory – supersedes human law; fundamental to Christian teaching; St. Thomas Aquinas
- ▶ Focus on age-appropriate lessons and information



## Common Ground on Morals/Values



- ▶ **Age Appropriate:** Focus on curriculum and the need for age-appropriate content
- ▶ **Proven Effective:** Comprehensive sexuality education does not lead to more sexual behavior
- ▶ **Voter Support:** Majority of voters – across the spectrum – support comprehensive sexual education

## CONCLUSION



- ▶ Remember: not all conservatives are the same
- ▶ Understand your audience in order to find common ground (lesson from last week)
- ▶ Recognize the basic tenets of conservatism to better understand their perspective
- ▶ Use data and personal testimonies to reinforce your ideas
- ▶ Understand where you will not find common ground and avoid that, if possible



## ADDITIONAL RESOURCES

- ▶ Russell Kirk: The Conservative Mind
- ▶ Barry Goldwater: Conscience of a Conservative
- ▶ St. Thomas Aquinas: On Law, Morality, and Politics
- ▶ Frank Meyer: In Defense of Freedom; What is Conservatism
- ▶ Ambassador Alberto Piedra: Natural Law: The Foundation of an Orderly Economic System



## Q & A

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# How to Be Heard

## MEDIA AS A PUBLIC RELATIONS STRATEGY

SEPTEMBER 21, 2017



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Director, Communications  
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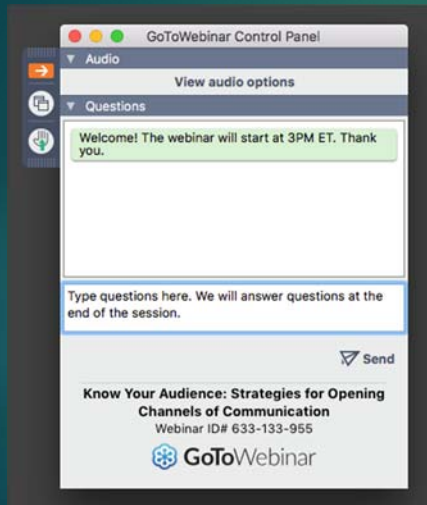






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## New Resource: Issue Brief

## Today's Presenters: Steinhauser Strategies

- **Brendan Steinhauser** –  
Austin, Texas based  
political and public  
relations consultant

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## TOPICS FOR TRAINING

- ▶ What is media?
- ▶ Working with the press
- ▶ Telling your story
- ▶ Tips and Suggestions



## WHAT IS MEDIA?

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THE WALL STREET JOURNAL.



reddit

The Washington Post

TIME

BuzzFeed

THE HUFFINGTON POST



## FOUR TYPES OF MEDIA WE WILL COVER:

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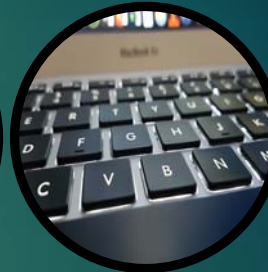
PRINT



TELEVISION



RADIO

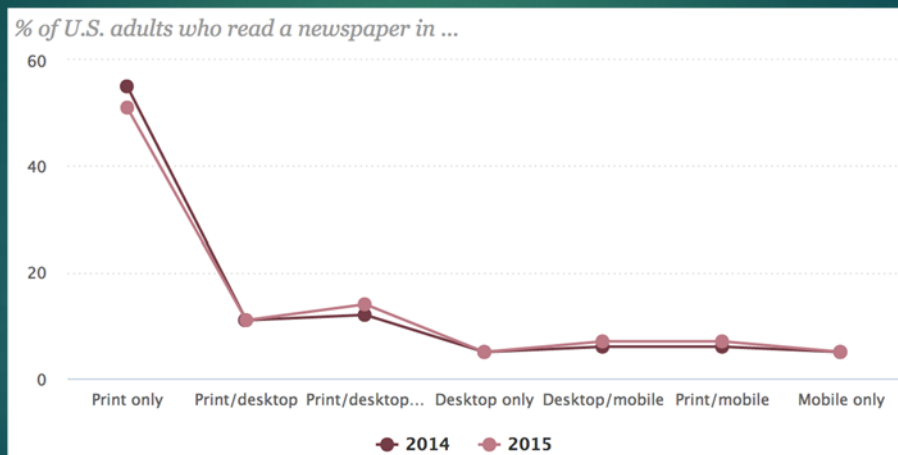


INTERNET

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## PRINT: Declining readership but still very influential

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## EXAMPLES OF PRINT MEDIA

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New York Times  
Wall Street Journal  
Washington Post  
USA Today  
Associated Press

Los Angeles Times  
Houston Chronicle  
The State  
The Sun  
Philadelphia Inquirer  
Denver Post

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## TELEVISION

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National networks often drive  
the content for local news



Local affiliates are most trusted  
source of news for mainstream  
voters



Cable news tends to  
be more partisan

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## PUBLIC RADIO

- National Public Radio, local public radio, FM band stations typically
- In depth stories, beyond the sound bites, moderate to liberal audience



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## Conservative Talk Radio

- National and local shows
- AM band, often feature call in opportunities, more emotional
- Regional hosts and shows that mimic national ones
- Many conservative talk radio stations are overtly Christian



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## Internet

Ideological  
media outlets

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- ▶ Hundreds of thousands of unique visitors every day

Traditional media  
outlets



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## UNDERSTANDING MEDIA

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- ▶ Build relationships with reporters, editors, producers
- ▶ Read their articles and become familiar with their writing
- ▶ Connect with them on social media
- ▶ Show up at events where they are working
- ▶ Be a good source, help them do their job, meet deadlines, return calls



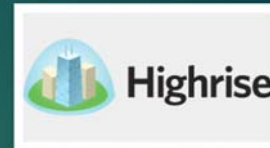
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## UNDERSTANDING MEDIA

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- ▶ Create and manage a media list in excel, Highrise, MailChimp, etc.
- ▶ Communicate frequently via email, phone, and in person meetings
- ▶ Read what reporters are writing so you understand their beat
- ▶ “Like” your local and state media outlets on Facebook and follow them on Twitter



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## SPEAKING WITH REPORTERS

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- ▶ Always return their calls, even for a “no comment”
- ▶ It’s okay to say, “Let me get back to you. What’s your deadline?”
- ▶ Assume everything is “on the record” but set parameters
- ▶ On the Record, On Background, Off the Record
- ▶ Always record your conversation for your own notes



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## ONCE THE STORY BREAKS...

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- ▶ Email the story to reporters, producers, editors, bloggers (always bcc)
- ▶ Tweet the article using a widely used #hashtag
- ▶ Share the article on your Facebook page and tag influential people
- ▶ Consider boosting posts for \$20 – 100 each
- ▶ Follow up with reporter, make any corrections, thank them

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## SOCIAL MEDIA MARKETING

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### Facebook

- Share relevant, compelling, timely content
- Videos, photos, and infographics are best
- Facebook live feature for interviews, press conferences, speeches, rallies, town hall meetings
- Post often and track your metrics
- Build your fan page with paid advertising



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# SOCIAL MEDIA MARKETING

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## Twitter

- An elite audience of journalists, activists, legislative staffers, legislators, lobbyists,
- Follow them, and they will follow you back
- Retweet, DMs, Likes
- Quality vs. quantity of followers

## Instagram



- Great if you have high quality and interesting photos
- Use for telling personal stories that pull at heart strings

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# WAYS TO GET YOUR MESSAGE OUT

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- Op-Eds
- Letters to the Editor
- Your website
- Press releases
- Press conferences



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## WAYS TO GET YOUR MESSAGE OUT

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### Op-Eds

- 450 to 700 words
- Contact editorial page editor via email and phone
- Include text, title, author, bio, and word count

### LTE's

- 150 to 250 words
- Short, direct, lead with strong points
- Make it relevant to recent news or editorials
- Submit similar letters in same week

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## WAYS TO GET YOUR MESSAGE OUT

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### Your Website

- Include a "news" or "blog" section
- Post all emails to members, press releases, news hits, position papers
- Frequent posting with tags increases online traffic
- Good placeholder for your videos, photos, and talking points

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# WAYS TO GET YOUR MESSAGE OUT

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## Press Releases

- Create a template that you can use frequently
- Purpose is to alert media to an event, new study or program, new hire, legislative movement, etc.
- 300 to 400 words with who, what, when, where, why
- Include text, not an attachment

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# WHAT MAKES NEWS?

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- "Man bites dog" – something out of the ordinary
- "If it bleeds it leads"
- Find your angle to pitch – epidemics, new groundbreaking studies or medicines, new policies that would harm people,
- Events – high profile spokesperson
  - Elected officials, celebrities, local community leader

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## PRESS CONFERENCES 101

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- Find a location that's easy to find, has good parking
- Keep it short – 30 minutes or less
- Limit the number of speakers and length of speeches
- Send out a press release one week before, one day before, and morning of event

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## PRESS CONFERENCE 101

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- Hand out copies of press release at event
- Press riser for TV cameras and photographers
- Power, AV, wifi, lighting, extension cords – TEST EVERYTHING
- Frame your press conference with real people
- One general theme and three sub messages

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## SUMMING IT ALL UP

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- Earning media is about building relationships, working hard, and being a good source
- Be aggressive, proactive, and determined
- Understand incentives of media outlets – good story, advertising revenue, “clicks”
- Spread your message via print, radio, TV, and internet
- Share newsworthy content in a timely manner

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## Q & A

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# Building Your Champions

## STRATEGIES FOR COMMUNITY ORGANIZING & GRASSROOTS MOBILIZATION

SEPTEMBER 28, 2017



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**Gina Desiderio**

Director, Communications  
Healthy Teen Network

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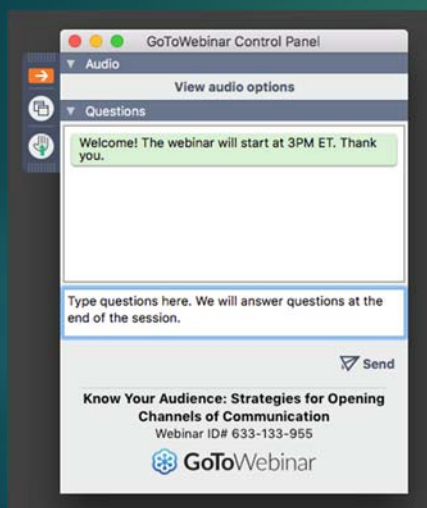


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## Goals for Today:

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- Discuss the importance of grassroots organizing and mobilization
- Identify tactics for engaging your supporters
- Share ideas for grassroots activism at the local and state level

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## What is “grassroots”?

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- Who do elected officials listen to? Voters? Donors? Media?
- Politics and government go to those who show up
- Politicians remember the loudest, most consistent voices
- Identify local leaders who support your cause
- Grassroots can make your group or cause seem even bigger than it is (Saul Alinsky)

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## Grassroots 101: Getting Started

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- Call a meeting to identify supporters
- Organize individuals into groups
- Collective action narrowly focused – don’t overwhelm them
- Build public awareness through action – simple steps
- Lawmakers and elected officials listen to voters and constituents – when they are organized
- Politicians care about getting re-elected, and want to win over as many groups and individuals as possible

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## Elements of Building a Grassroots Effort

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- Effective Leadership
- Clear mission and action items
- Organized database and calendar
- Social aspects – keep it fun!
- Keep meetings concise

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## Grassroots Leadership Roles

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- Once you identify community leaders who are willing to work... put them to work!
- Develop teams – communications, events, advocacy, fundraising, etc. put someone in charge of each team
- Delegate, delegate, delegate! If people show up they want to help!

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## Grassroots/ Community Meetings

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- Short and action-oriented meetings
- Consistency – same time, location, length
- Have something to offer people:
  - Advocacy – “we need you to take this action.”
  - Food and drinks
  - Networking opportunities – time to connect
- Calls to action – Follow up with attendees

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## Membership Management

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- Stay organized with a database
  - Excel, Mail Chimp, Constant Contact
  - Include names, phone numbers, email addresses, zip codes
  - Communicate frequently with updates and information
- Stay in touch on the phone and in person as time permits
  - Keep your grassroots activists up to speed and motivated
  - Include them in discussion about strategy and tactics
  - Utilize social media to communicate

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## Social Aspects of Grassroots

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- Make it fun – ice breakers, games, prizes
- Build a team that will fight for and with one another – break into small groups to allow individuals to get to know one another
- Open meetings and events up to families – the easier you make it on people to attend, the more likely they are to show up



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## Grassroots Activism Ideas

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- Build a coalition of local groups to support a common cause
- Organize a press conference on a hot topic or bill
- Create a watchdog blog to keep tabs on legislators
- Organize a "Legislative Day at the Capitol"
- Organize a town hall meeting at a local school or clinic
- Launch a letter writing campaign to newspapers and legislators

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## Grassroots Activism Ideas

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- Capitol office visits
- District office visits
- Phone calls and emails to legislators
- Organize a petition drive and hand deliver the pages to them
- Protesting or rallying outside district offices
- Posting on their Facebook fan pages and tweeting at them

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## Contacting Legislators

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- Schedule an appointment beforehand, if possible
- Identify yourself as a constituent, as well as an organization leader
- Ask to speak to the staff person that handles your issue
- Be concise, and stick to one main talking point
- Include the bill number, if there is one
- Use specific, personal examples
- Leave a one page document with the office
- Request a written response from legislator

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## Online Grassroots Activism

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- Facebook: for recruiting supporters, informing and activating them
- Increase your numbers and your engagement
- Tag important people/influencers
- Take and post a lot of photos!
- Online petitions, polls, and surveys

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## Online Grassroots Activism

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- Using Twitter to reach elite audiences like journalists, legislators, lobbyists, and nonprofit heads
- Use relevant hashtags
- Take and post photos
- Tweet at legislators and journalists
- A good way to build awareness about your cause and organization

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## Final Points

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- ▶ Government goes to those who show up – so show up, be organized, and have a clear message
- ▶ Identify leaders who are willing to work
- ▶ Make it easy for supporters to join you
- ▶ Have an organized database and a calendar
- ▶ Communicate regularly with your supporters & legislators

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## Q & A

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