

NAIA 2013 Conference-Social Media Notes - Kelly Croney

Engage the audience, even if they don't own pet, if they don't eat meat.

Effective sources:

- Supportive
- Evidence
- Examples
- Statistics
- 3rd Party
- Verification

Get point out first and often. Do the rest, but get point out first and often.

Do your homework on reporters, check them out first. What is the story angle for the news hook? Determine 2-3 key messages. Who is audience?

Set ground rules.

Anticipate questions, rehearse answers, rehearse answers, gather necessary facts, allow ample preparation time.

Be friendly and conversational, repeat your message, not your opponents'. Avoid defensiveness. 'Don't know? Say so. Use bridging to return to key message.

Never EVER "off the record." Never "no comment."

Points to remember when getting the news out:

Is it new/unusual?

- Relevance, timeliness (news hook)
- How many people are affected (proximate)
 - Who should care? (proximate)
- How are they affected?
 - Why should they care? (human interest)

Traditional media:

- Staff down by 30%
- Live T.V. coverage down by 30% since 2007
- Taped UP 31%
- T.V. news stories getting shorter
- 1998 31% > 60 sec 46% > 30%
- 2012 20% < 60 sec. 50% < 30%

More competition for coverage.

- Fewer reporters, more pre-taped
- Shorter Stories, less substantive content

Getting T.V. Coverage:

Visuals are key to getting coverage

Email media event advisory, who what, etc.

Follow up phone to gauge interest

Have realistic expectations.

Tool

News Releases

Purpose

Publicize newsworthy event

400 words

info

Letter to the Editor
250 words

Respond to desk- coverage
(brief)

Guest Commentary
500-750 words

Comment on issue/yours?

Getting Print Coverage

Establish Relationship with reporter and/or editors

Use email to submit news releases

Commentaries (content embedded in body of email, NOT attachment)

Letters to Ed. Can be emailed via Webforms or direct contact

Follow up by email and/or phone to learn status

Respect deadlines, length limits.

Radio

Inventory talk shows in local market

Email Producer asking to appear as guest

Explain why your message is interesting

Be prepared for call-ins, even whackos.

Provide follow up information for interested listeners –website, Facebook page, etc.

Online and social media.

Websites – 644M now active

Blogs – 42 M, 329 M readers

Facebook – 1B active users

YouTube – 1 B users, 6B hours of video

Tweet – 200M Active users

Role of Social media all geared to get them to your Webpage

Why use social media

Website!

Build support community

Share info (links)

Facilitate reputation – management

Respond to breaking news

Move up in search engine results

Knowing your audience

Gender

Interests

Age

Religion/policies

Race/ethnicity

Sexual Orientation

Income

Geography

Education Knowledge level

Getting the message right

Check yourself

Key message - was I clear? Get it out first

Delivery - was it confident, convincing, assertive?

Credibility – was speaker believable

Bridging technique - was it well done?

Don't combat ethical arguments with profit statements

Don't attack media

Don't fill dead air...practice

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Dr. Candace Croney,

Dr. Croney stated that Animal Rights groups AR emphasize:

- *Compassion, Justice, Fairness*
- *Pick issues that are visible, easy for public to relate to*
- *Focus on animals' ability to suffer*
- *Develop modest appeals for change*
- *Adapt high moral ground*

Dr. Croney states that Animal Agriculture is failing to address ethical issues, and AG is allowing others to set the welfare agenda. She related these reasons for what Ag does wrong:

- *Allowing others to set the welfare agenda*
- *Dismissing welfare concerns as irrational/emotions*
- *Relying on PR to address Animal welfare*
- *Failure to highlight positive changes*
- *Wrong message, wrong place, and wrong messenger. Don't say Dumb things.*

*What **should** be done:*

- *Build relationships on mutuality, use cameras in barns ipets.com*
- *Animal Welfare is a different conversation than food.*
- *Emphasize that concern for animals does not extend to people. Open doors up*

If you play only defense, you will never catch up. Address the problem before it becomes a problem, make self-regulation, and make sure it's known.