



Let's



Build A *Buzz* Machine!

Get Your *Un-Fair* Share of Media!

Grow *Your* Money Smart Week!

Kelly C. Masters

Money Smart Week Chair, Michigan
Chief Dot Connector, Graceful Communications

Why Me?

- Circuitous route: non-profit, higher education arena, private sector, commercial & public media, state
- Non-profit career; accomplish much with little
- K-12 and College education reform; tie curriculum (theory) to service (application in community)
- Work in private sector; see how the big boys do things
- A decade in commercial media; understand and appreciate the beast
- = strange yet seemingly successful understanding of how to cut thru the clutter, break thru the noise, build relationships, and get results

Pssst, Guess What?

- Simply because
 - you care deeply about helping consumers improve their financial circumstances
 - your team puts thousands of hours into making Money Smart Week a success
 - you are profoundly committed to Money Smart Week and believe with every fiber of your being that it's super-duper important

does not mean that the media feels the same way. None of what *we* feel or what *we* think about MSW makes it newsworthy.

What is NOT Newsworthy?

- False assumption: good news or news that is good for people, is newsworthy, e.g. ribbon cuttings, grand openings, business expansion, new hire announcements, new clients...or dozens of free good-for-you financial education events
- False assumption: The media should care about Money Smart Week because it's important! Or because so many people have put so much time and effort into making it possible.
- Don't make the mistake of thinking that just because you care passionately about something, that the media should feel the same way.

Media: Is Breaking In Easy?

Nope. But there are some common mistakes:

- Not understanding their unique universe
- Don't build relationships in advance; reach out too late or when we want something
- Rely solely on generic press releases
- Lack of specificity or providing too much information. Don't presume they'll do the research, wade thru pages of options, or expect them to unearth the golden nugget
- Not unique, newsworthy

Media: What Makes Them Tick?

- Know who is responsible for what role
 - Programming, Marketing, Sales
- Know their timelines and the pace of their environment
 - Television, radio, outdoor, print, online
- Know how **they** are measured, evaluated
 - Number of viewers, readers, listeners, web traffic, how much local vs. national content, revenue/market share
- Know their position on local initiatives

Media: Relationships

- Do you currently have relationships in each medium?
 - Television
 - Radio
 - Outdoor
 - Print
 - Online
 - Other
- When is the best time to do your research and establish or strengthen these relationships?

Media: They are Strapped Too

- Like you, media is doing more with fewer people
- Make it easy for them to help you
- Do the work for them
- How can you make press releases work for you?
- Identify specific stories (more later)
- Write the copy points, PSA, or article
- Provide contact information; and be on-call!
- Prep the interviewees
- Be there

Media: What Sells?

News Flash!

- Money Smart Week Leaders: Did you know that you're in sales? Media relations is a sales job; you are the lead cheerleader/salesperson!
- Monitor what each media is covering, and specifically who focuses on what
- Position being a strategic media partner as a differentiating opportunity ... not hat-in-hand
- Be passionate, concise, specific, efficient
- And figure out ... what is your lead?
- Then, be thorough, over-deliver

Strategic Media Partnerships

Examples of how partners might leverage their assets:

- Have high-profile talent host your kick-off
- Do a feature, or two, or five!
- Convert newsroom to 5-hour, ask-the-expert call center... and promote it 23 times!
- Post MoneySmartWeek.org logo/link on website
- Write feature columns or articles for epublications, website, newsprint, etc.
- Include in their community calendar
- Send their mascot to kick-off event(s)
- Discussion with the 'other' side of the house: sales

What's Your Unique Proposition?

- Money Smart Week has the credibility of FRBC association
- Not all offerings are created equal
- Figure out what your unique offering or proposition is; your 'lead story'
- What program or event is unusual? New? Dare I say, \$#xy? Be creative!
- Sell one or two things then drive awareness to the dozens of other offerings

Once You're In, What To Do?

- Make it easy for them to work with you!
- Ask what their deadlines are for copy, guest/interviewee information, graphics, etc.
 - then, deliver in advance! This may include:
 - Write their copy points, verbal
 - Write their onscreen graphics, visual
 - Provide the artwork/graphics (MSW, program logo)
 - Submit initiative background and guest bio(s) where appropriate

Let's Dissect A Few Examples:

What are some of the key attributes of each of these examples?

- ABC, 2:29 evening news segment
- FOX, five segments – 3:38 and 4:55 examples
- NBC, one evening news segment – can't control everything!
- CBS Radio, five expert interview segments, epublication articles
- Room to improve: Social media, print, outdoor... workin' on it!



- ABC Detroit Affiliate, WXYZ
- 2:29 in length
- The good and the not-so-good
- <http://www.wxyz.com/dpp/news/money-smart-week-kicks-off-on-saturday>

Media: Anatomy of a Feature

ABC piece; only 2:29

- Credibility: FRBC, many years
- Web address...be sure to get it in yourself!
- Sectors: mentioned various MSW sectors
- Geography: all Metro counties, not just the 'big three' (their market-wide footprint),
- Format: innovative 'game show' format
- Topics: broad-appeal
- Youth: programming for kids (she's a mom)
- Fun! Surprise 'gift' of money shred



- FOX News Detroit Affiliate, WJBK
- 3:38 in length
- The good and the not-so-good
- <http://www.myfoxdetroit.com/story/22005386/money-smart-week-returns-to-michigan-april-20-27>

Media: Anatomy of a Feature

FOX piece 1; 3:38

- Interesting guests; man in uniform always a good visual
- What is MSW? FRBC, non-commercial, lots of offerings, many locations
- Topics: variety of subjects
- Unique Offering: Be A Money Smarty example
- Offer tips (officer in this example)
- Specific events, pivot to “many more” & open to all
- Web address...get it in!
- Sometimes you have to carry host, be prepared!



- FOX News Detroit Affiliate, WJBK
- 4:55 in length!
- The good and the not-so-good
- <http://www.myfoxdetroit.com/video?clipId=8802114&autostart=true>

Media: Anatomy of a Feature

FOX piece 2; 4:55!

- Innovation: 'lightning round' format
- Props: I brought the bell – ring-a-ding-ding – and prepared the 'surprise' questions
- Consumer-friendly: usability of new MSW.org
- Options: online classes, simulcast options
- Timeliness: specifics on a few offerings
- Content: this media outlet wants more than date/time/location
- Fun! You want to be relatable to audience
- Upbeat, energetic, like you've never said it before
- Be gracious, express your appreciation openly!

Promotion: Grassroots

Nodes and “Get It Done” People:

- Hopefully many are already MSW partners
- Think of other groups, spheres of influence with tentacles/webs for promotion and distribution.
- Service Organizations; AmeriCorps, YMCA, Boy/Girl Scouts, YSA
- Civic Organizations; Rotary, Jaycees, Kiwanis
- Houses of worship; all denominations/sects
- State and City; bureaus, agencies, departments, police “watch” coord., elected officials
- Local businesses, chambers, libraries, groups
- Higher education; colleges, universities, extension



- Best Practice: Be A Money Smarty™; see intro
- 4 consumer concern topics; 4 expert 'smarties'
- Top ten in ten; 'lightning round'
- Q&A
- Supplements
- Resource fair
- Tremendous amount of work, but it worked!
- DVDs available
- Credit: BAMS created, presented and hosted by Mark B. Robinson, CIMA® AIFA®
MarkRobinson@TheCarefulCapitalist.com
- <http://www.dptv.org/live/be-a-money-smarty.shtml?cmpgn=shorturl>

Questions & Looking Ahead

- Thank you for your participation!
- Reach out if I may be of assistance...
- We welcome all forms of communication
 - Email: Kelly@GracefulCommunications.com
 - Phone: 248.761.1762
 - Carrier pigeon
 - Note in bottle
 - Smoke signals