Agenda

What is Communications?

Tools

NASA Communications

Media Training

What is communications?

"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." - PRSA

Communications Process

Communications Plan Template: https://olddominion-my.sharepoint.com/:w:/g/personal/kdamadeo_odu_edu/EV4tZFMAveVHh316z0NNbc8BPqtPSP1NkMV_BWU5GE-CFg?e=fuu5lV

4
Evaluation

1
Research

3
Implementation

2
Planning
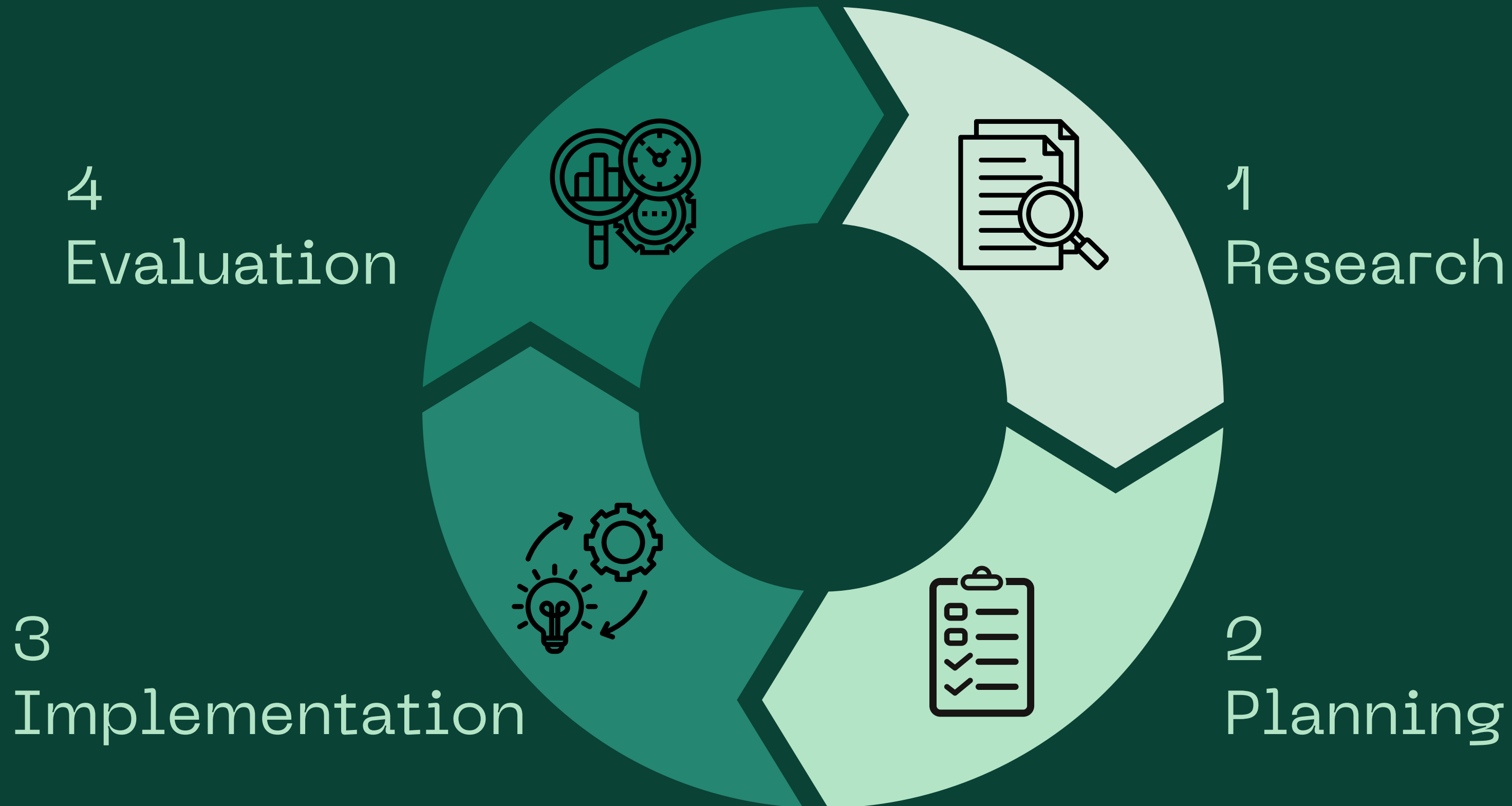
Research

Examples of Primary Research	Examples of Secondary Research
- Conduct interviews with stakeholders - Attend meetings/conferences to understand needs and expectations - Conduct surveys, polls, etc. - Focus groups	- Review stakeholder goals to identify target audiences and develop key messages - Review existing content to avoid duplication - Search to develop a pitch list – including local media around key locations and relevant niche media to expand reach

Setting Goals and Objectives

Goals are statement(s) that are:
- Long-term
- Broad
- Global
- Future-looking

Objectives focus on a shorter term than goals
- define WHAT opinion, attitude or behavior you want to achieve from specific publics
- specify how much change you want to achieve from each public
- tell by when you want to achieve that change.
- SMART
  - Specific (both action to be taken and public involved)
  - Measurable
  - Achievable
  - Realistic

Identifying Audiences

K-12
- Teachers
- Students (student organizations)
- Parents
- Homeschool
- Academic organizations (teacher associations, administrator associations, school boards)

Community college
- Faculty and staff (deans, department chairs, career offices)
- Students
- Academic organizations

Four-year colleges and universities
- Faculty and staff
- Students
- Academic organziations

Industry
- Leadership
- HR
- Organizations

Government

Community
- Scouts

Stakeholders
- Advisory Council
- Board of Directors
- NASA, Space Grant

Program Alumni

Media

General Public

Messaging and Branding

- Consistent messaging tailored to different audiences
  - Keep it simple!
- Look and feel
  - Logo
  - Color
  - Font

https://www.nasa.gov/nasa-brand-center/brand-guidelines

https://governor.wa.gov/issues/efficient-government/plain-language/plain-language-guidelines
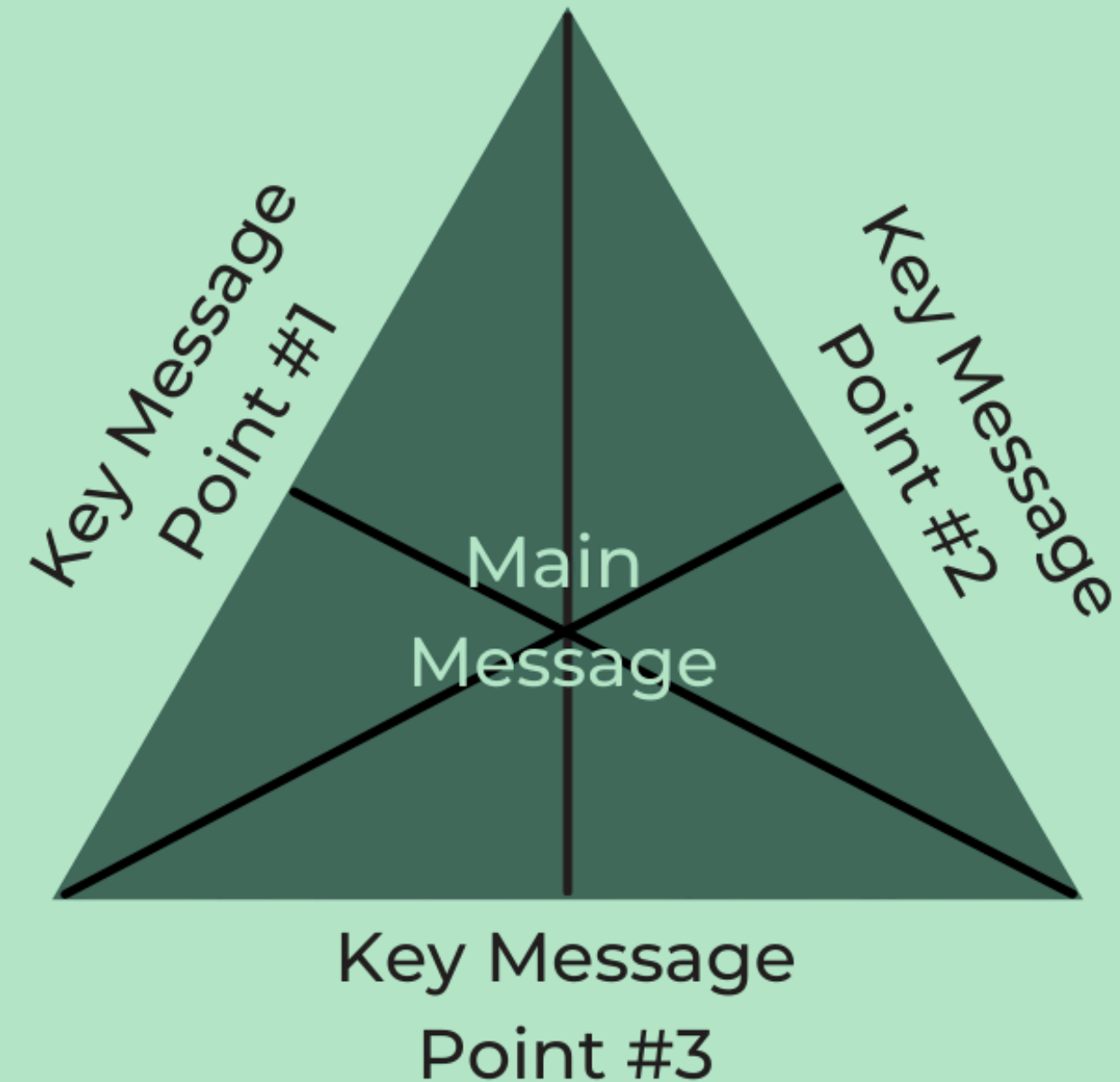
Branding Products

Templates

Promotional Giveaways

Flyers/Factsheets/
Brochures

Banners/Tablecloths

Graphics

Promo Videos

Social Media/Website

Key Messages

https://accessibleweb.com/color-contrast-checker

Strategies

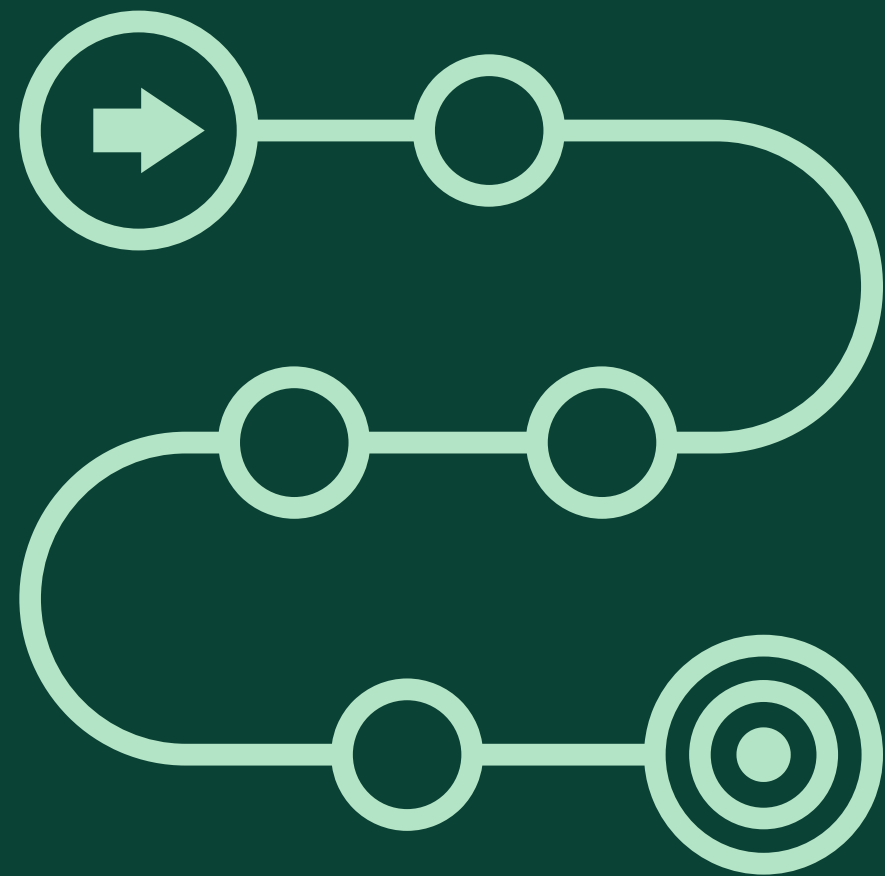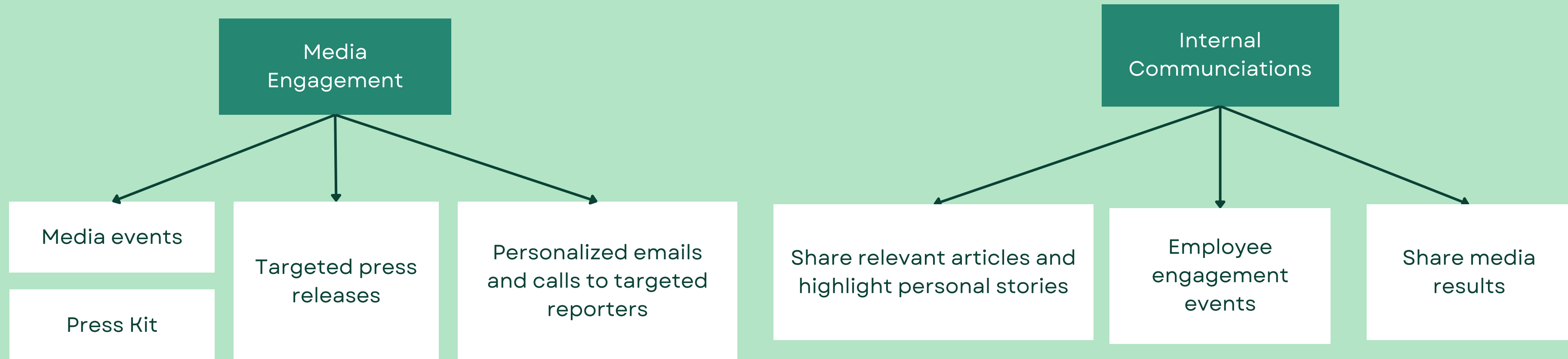- Provide the roadmap to your objectives
- Describe HOW to reach your objectives.
- Include
  - "enlist community influencers to ...,"
  - "accelerate involvement with ...,"
  - "position the organization as ..."
  - "establish strategic partnerships with ..."

Tactics specific activities you conduct to accomplish strategies.

Media Engagement

- Media events
- Press Kit
- Targeted press releases
- Personalized emails and calls to targeted reporters

Internal Communciations

- Share relevant articles and highlight personal stories
- Employee engagement events
- Share media results

https://www.nasa.gov/specials/artemis-i-press-kit

Stakeholder Engagement

- Attend meetings

Education and Community Outreach

- Public engagement events
- School Visits
- Publications

General Public Engagment

- Social media/Website

Implementation

Action

Following plan, budget, timeline

Accountability

Collecting results

Evaluation

measuring effectiveness

Metrics

- Event attendees
- Social media engagements
- Media results

Surveys/Polls

Lessons Learned

Product Editing

- Ensure all dates, times, titles, name spellings, addresses, etc., are **correct and consistent** with AP style. Double-check all numbers
- Double-check spelling in headlines, as well as the names and phone numbers of contact people, web addresses and other information not in the main body of the media product. **Test all external points of contact**
- Ensure verbs are **active** whenever possible ("He explained the process," rather than "the process was explained.") Do not insert modifiers into multiple-word verbs. Keep compound verbs together ("he also will go" instead of "he will alsogo")
- **Get rid of acronyms**, except those commonly accepted in everyday layman's language. As a general rule, use commonly understood terms
- Ensure all terminology either is put into simple terms or clearly explained

Product Best Practices

Headlines
- Make them **short, searchable and shareable**. Anything beyond 60 characters may be invisible to search engines
- Include the most critical keywords
- Give enough information to let readers know what it's about, but leave them wanting more. Too much detail doesn't leave a reason to click. Shoot for somewhere in the middle
- Too cute or creative may not tell readers what it's about

Leads
- **Avoid technical/industry jargon**
- For news, straight forward is best, for web articles, a "just-the-facts" lead doesn't give the reader a reason to keep going. Look for creative, indirect ways to set the scene or paint a picture. This is also an opportunity to hit the "so what" more immediately before getting into the specifics.

Quotes
- **Use quotes to add additional details and positive opinions**
- Good quotes emphasize the significance of the activity in plain language
- Avoid simply setting up or repeating the content that precedes or follows the quote. Try having a casual conversation about the topic with the person quoted to get a quote that sounds like real speech, or try speaking it aloud as you write it to test if it sounds like something anyone would ever say. Most readers can easily spot a quote that doesn't reflect how people actually talk.

Social Media

- **Form a voice**
  - Tone
- **Schedule**
- Post ideas
  - Testimonial videos
  - Campaigns around programs for recruiting
  - Highlight special days (TBT, Fun Fact Friday, Introduce a Girl to Engineering Day, Intern Day, Intl Women's Day, BHM, WHM, APPIM, HHM, Pride, etc.)
  - Share relevant NASA and industry posts
  - Interact with other accounts
  - Encourage partners and participants to tag you
- Trends
  - Facebook for parents
  - LinkedIn is growing
  - Instagram
  - Twitch – gaming
  - Zeemee – new for college students only
  - Podcasts – 1 in 3 18–29-year-olds listen to podcasts
  - X is not the place to be
- Management tools: https://buffer.com

Social Media

Did you make the most of your post text?
- The content that gets the most interactions, engagement, and virality – is either **educational or entertaining**
- Is your content interesting enough that users want to share it and post about it? Will anyone outside the org care about it?
- Does your post add value for the reader?

Did you make the most of visual content?
- **Video posts outperform images 3 to 1** where the algorithms give it priority in peoples' feeds
- Think **Mobile**
- Think **Short** and Tight: Videos with higher numbers of views are rather short.
- Think **Muted**: More than two-thirds of video watched on social media never has the sound turned on
- Is the video at least closed **captioned** to be 508 compliant?
- Is all the information being talked about on audio also available visually?
- The **first 10 seconds** are the most critical of a video
- **Is formatting correct for the platform**

NASA Social Contacts

|					
NASA HQ	Stephanie Smith	stephanie.l.smith-1@nasa.gov	LaRC	Brandon Ingram	stephanie.l.smith-1@nasa.gov
NASA ARMD	Jessica Arreola	jessica.arreola@nasa.gov	MSFC	Alyssa Lee	jenalane.rowe@nasa.gov
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NASA STMD	Anyah Dembling	Anyah.B.Dembling@nasa.gov	WFF	Jamie Adkins	jamie.l.adkins@nasa.gov
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JSC	Dominique Crespo	dominique.v.crespo@nasa.go			
KSC	Emmalee Mauldin	emmalee.mauldin@nasa.gov			

Media Outlets

Print

- Some deadlines are day of, some print reporters have more time
- Some journalists will record you, some will write down your answers
- Longer piece, sometimes other perspectives are interviewed
- Some of the best stories are in print with a great following
- This is the media outlet where misquotes can easily happen
- Watch for signs that they may not have gotten the information that you shared
- We share supporting visuals

Media Outlets

- This can sometimes be the longest media interview with a delayed deadline or live
- Microphone could be in studio where it is lowered down in front of you or a traditional handheld mic depending on the interview
- Be mindful that listeners cannot see you or any visuals
- Be descriptive in radio
- This is a great outlet to share a story, paint a picture (first time that I heard a sonic boom...)
- Think about what you want to get across because longer format, will allow more time to share information

Media Outlets

TV
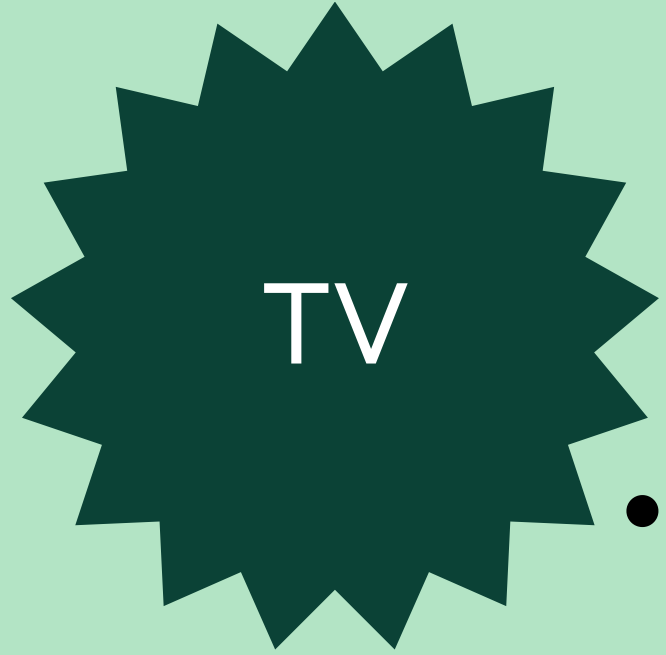
- Typically, you will use a lavalier mic, but it could be a boom mic or stick mic
- Local media will typically be a shorter output, quick turnaround deadline
- Ask where to look
- National media will typically be a longer output
- Be aware that you are ALWAYS being recorded visually and verbally
- Be very conscious and deliberate of your sound bites to maximize the use of the best ones
- SUCCINCT is best: 10/12 second bites
- Moving video is always preferred over stills for television

Media Outlets

- This is usually a longer media interview with a delayed deadline or a look-live, but not always
- Sometimes you are shown like live tv with a visual and sometimes just audio
- This is another great outlet to share a story, paint a picture (the sonic thump will be softer than a basketball bouncing and hands clapping...)
- They sometimes can add sound effects after (be thinking of what you are sharing, they can add hands clapping and a bouncing ball)
- Think about what you want to get across because longer format, will allow more time to share information
- They sometimes want visuals for the podcast

PIVOTS & BRIDGING

Pivot

- Pivoting is when you turn the direction of the interview question to what you want to cover.
- You don't really answer the question, but stress what you want to talk about on the intended topic.

Bridge

- Bridging is when you answer a reporter's tough question and bridge it to your message.

- For really difficult questions, use as few words as possible like yes or no, maybe and then go to your key message.

PIVOTS & BRIDGING

- Keep the interview with a focus on the message that you want to convey
- Stay on message
- Negative question? Let's make that answer short and go to your message
- Build bridges from questions asked to what you want to share

- "I have not been asked that question before, let me take a minute to think about that."
- "I want to take a moment to formulate an answer that is not too technical for your audience."
- "Here is what I can tell you....or can share"
- "What is really important is…"
- "Yes, that is true, but you should know…"
- "Here's the question I think you want to ask…"
- "That question isn't in my expertise, but here's something that I can share that I think you will find interesting…."
- "Here's what my role is…"

Tips & Tricks

- Easy to understand terms, explain, define
- No acronyms
- Silence is okay
- Don't lose cool or sound annoyed
- Don't speculate
- Watch body language
- Stay in your area of expertise
- Okay to not answer a question or kick off to another SME at a later date
- SUCCINCT!

Tips & Tricks

- Shut cell phone off before interview or silence it
- Everyone is nervous before a media interview
- We cannot control the questions that media ask
- Take a minute when there is a tricky or unexpected question
- If they repeat another version of that question, keep YOUR answer the same
- Never lose your cool
- Always let the reporter finish their question
- It is tempting to answer more than one question in your response. Answer just the question asked

Tips & Tricks

- NEVER speak off the record
- If a question is confusing, ask to restate
- Don't speculate answers or go into hypothetical situations/questions
- If there is something that you are not asked, add at end
- Review the RTQs/FAQs/Talking Points
- Don't joke because your comment could be taken out of context
- It's okay to say we'll get back to you or that is not your area of expertise
- Prepare your background

Tips & Tricks

- Be aware if something is taped or live
- Know the reporter's name
- Incorporate the question into your answer
- Keep with your expertise
- Try not to look into the camera
- It is okay to ask to redo a take
- If you make a mistake and realize later, you can ask to correct it
- It's okay to take a moment to think about the answer before you respond
- If you are nervous, think about what is the worst question they could ask
- Think about what you want to get across

What to Wear

Bad Colors On Camera

- All white clothing
- All red clothing
- All black clothing
- Busy patterns - no stripes

Good Colors On Camera

- Solids work best
- Do not wear seasonal - distracting if it airs and SME is wearing wrong season

Pitching Tips

On average, journalists respond to only 3% of pitches sent and about 8-15% of pitches result in media coverage

Get the secret email address

Call newsroom or media outlet if you can't find a contact. News room producer email tip!

Keep it short

Pitches need to be short and to the point and easy to follow.

Personalize pitch

Use the journalist's name in the pitch.

Make it so they can take content

Make it easy for the journalist/media outlet to take your content and create a story without you. Link to your site or imagery. Add a word doc with release.