

June 8, 2021



Public Affairs  
Council

## Virtual Workshop: Media Relations

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**June 22 | Virtual**

**Learn more at  
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**DIGITAL  
MEDIA &  
ADVOCACY  
SUMMIT**

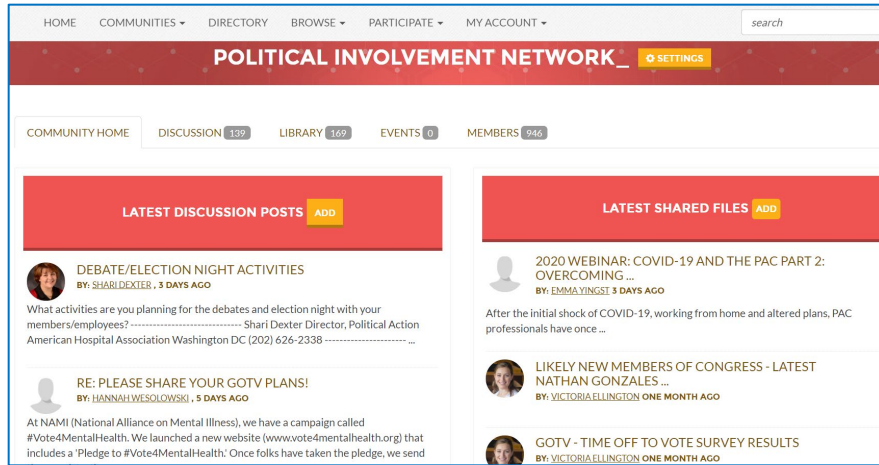
# Helpful Resources

Learn. Share. Connect!

Get connecting at **community.pac.org**



# Council Connect: community.pac.org



The screenshot shows the homepage of the Political Involvement Network. The top navigation bar includes links for HOME, COMMUNITIES, DIRECTORY, BROWSE, PARTICIPATE, and MY ACCOUNT, along with a search bar. Below the navigation bar is a red banner with the text "POLITICAL INVOLVEMENT NETWORK" and a "SETTINGS" button. The main content area features a navigation bar with "COMMUNITY HOME", "DISCUSSION 139", "LIBRARY 169", "EVENTS 0", and "MEMBERS 946". There are two main sections: "LATEST DISCUSSION POSTS" and "LATEST SHARED FILES". The "LATEST DISCUSSION POSTS" section includes a post titled "DEBATE/ELECTION NIGHT ACTIVITIES" by Shari Dexter, dated 3 days ago, and a post titled "RE: PLEASE SHARE YOUR GOTV PLANS!" by Hannah Wesolowski, dated 5 days ago. The "LATEST SHARED FILES" section includes a post titled "2020 WEBINAR: COVID-19 AND THE PAC PART 2: OVERCOMING ..." by Emma Yingsi, dated 3 days ago, and a post titled "LIKELY NEW MEMBERS OF CONGRESS - LATEST NATHAN GONZALES ..." by Victoria Ellington, dated one month ago. The "GOTV - TIME OFF TO VOTE SURVEY RESULTS" post by Victoria Ellington, dated one month ago, is also visible.

HOME COMMUNITIES DIRECTORY BROWSE PARTICIPATE MY ACCOUNT search

**POLITICAL INVOLVEMENT NETWORK** SETTINGS

COMMUNITY HOME DISCUSSION 139 LIBRARY 169 EVENTS 0 MEMBERS 946

**LATEST DISCUSSION POSTS** ADD

**DEBATE/ELECTION NIGHT ACTIVITIES**  
BY: SHARI DEXTER, 3 DAYS AGO  
What activities are you planning for the debates and election night with your members/employees? ----- Shari Dexter Director, Political Action American Hospital Association Washington DC (202) 626-2338 -----

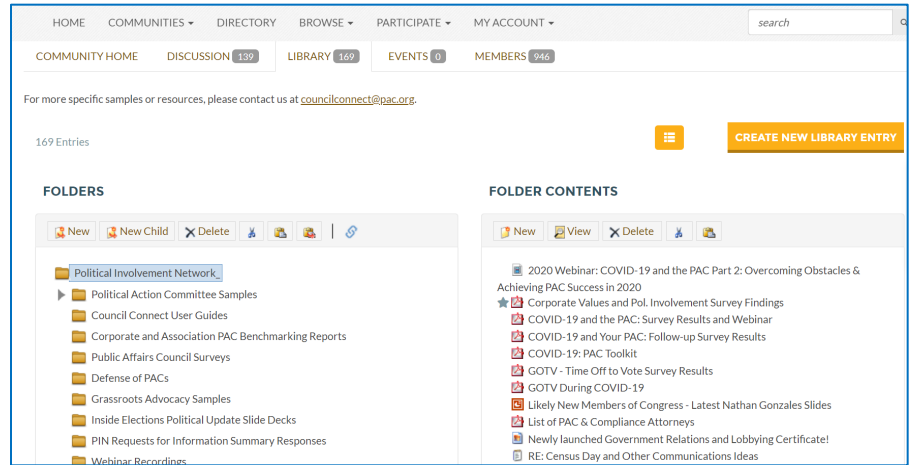
**RE: PLEASE SHARE YOUR GOTV PLANS!**  
BY: HANNAH WESOLOWSKI, 5 DAYS AGO  
At NAMI (National Alliance on Mental Illness), we have a campaign called #Vote4MentalHealth. We launched a new website (www.vote4mentalhealth.org) that includes a 'Pledge to #Vote4MentalHealth'. Once folks have taken the pledge, we send

**LATEST SHARED FILES** ADD

**2020 WEBINAR: COVID-19 AND THE PAC PART 2: OVERCOMING ...**  
BY: EMMA YINGSI, 3 DAYS AGO  
After the initial shock of COVID-19, working from home and altered plans, PAC professionals have once ...

**LIKELY NEW MEMBERS OF CONGRESS - LATEST NATHAN GONZALES ...**  
BY: VICTORIA ELLINGTON, ONE MONTH AGO

**GOTV - TIME OFF TO VOTE SURVEY RESULTS**  
BY: VICTORIA ELLINGTON, ONE MONTH AGO



The screenshot shows the library page of the Political Involvement Network. The top navigation bar is the same as the homepage. Below the navigation bar is a navigation bar with "COMMUNITY HOME", "DISCUSSION 139", "LIBRARY 169", "EVENTS 0", and "MEMBERS 946". The main content area features a navigation bar with "COMMUNITY HOME", "DISCUSSION 139", "LIBRARY 169", "EVENTS 0", and "MEMBERS 946". There are two main sections: "FOLDERS" and "FOLDER CONTENTS". The "FOLDERS" section includes a list of folders: "Political Involvement Network", "Political Action Committee Samples", "Council Connect User Guides", "Corporate and Association PAC Benchmarking Reports", "Public Affairs Council Surveys", "Defense of PACs", "Grassroots Advocacy Samples", "Inside Elections Political Update Slide Decks", "PIN Requests for Information Summary Responses", and "Webinar Recordings". The "FOLDER CONTENTS" section includes a list of items: "2020 Webinar: COVID-19 and the PAC Part 2: Overcoming Obstacles & Achieving PAC Success in 2020", "Corporate Values and Pol. Involvement Survey Findings", "COVID-19 and the PAC: Survey Results and Webinar", "COVID-19 and Your PAC: Follow-up Survey Results", "COVID-19: PAC Toolkit", "GOTV - Time Off to Vote Survey Results", "GOTV During COVID-19", "Likely New Members of Congress - Latest Nathan Gonzales Slides", "List of PAC & Compliance Attorneys", "Newly launched Government Relations and Lobbying Certificate!", and "RE: Census Day and Other Communications Ideas".

HOME COMMUNITIES DIRECTORY BROWSE PARTICIPATE MY ACCOUNT search

COMMUNITY HOME DISCUSSION 139 LIBRARY 169 EVENTS 0 MEMBERS 946

For more specific samples or resources, please contact us at [councilconnect@pac.org](mailto:councilconnect@pac.org).

169 Entries CREATE NEW LIBRARY ENTRY

**FOLDERS**

New New Child Delete View

- Political Involvement Network
  - Political Action Committee Samples
  - Council Connect User Guides
  - Corporate and Association PAC Benchmarking Reports
  - Public Affairs Council Surveys
  - Defense of PACs
  - Grassroots Advocacy Samples
  - Inside Elections Political Update Slide Decks
  - PIN Requests for Information Summary Responses
  - Webinar Recordings

**FOLDER CONTENTS**

New View Delete View

- 2020 Webinar: COVID-19 and the PAC Part 2: Overcoming Obstacles & Achieving PAC Success in 2020
- Corporate Values and Pol. Involvement Survey Findings
- COVID-19 and the PAC: Survey Results and Webinar
- COVID-19 and Your PAC: Follow-up Survey Results
- COVID-19: PAC Toolkit
- GOTV - Time Off to Vote Survey Results
- GOTV During COVID-19
- Likely New Members of Congress - Latest Nathan Gonzales Slides
- List of PAC & Compliance Attorneys
- Newly launched Government Relations and Lobbying Certificate!
- RE: Census Day and Other Communications Ideas



## **Wes Battle**

Senior Vice President, Communications  
CRAFT | Media/Digital

**How to Craft, Develop and Distribute your Message**



**Varuna Bhatia**  
Vice President  
Rokk Solutions

## Exercising Your New Skills: Developing Media Relations Best Practices and Exercises



**John Brandt**  
Vice President  
Rokk Solutions

## Exercising Your New Skills: Developing Media Relations Best Practices and Exercises



Public Affairs Council

MANAGE YOUR WORLD

# How to Craft, Develop and Distribute your Message



**Wes Battle**

**CRAFT**

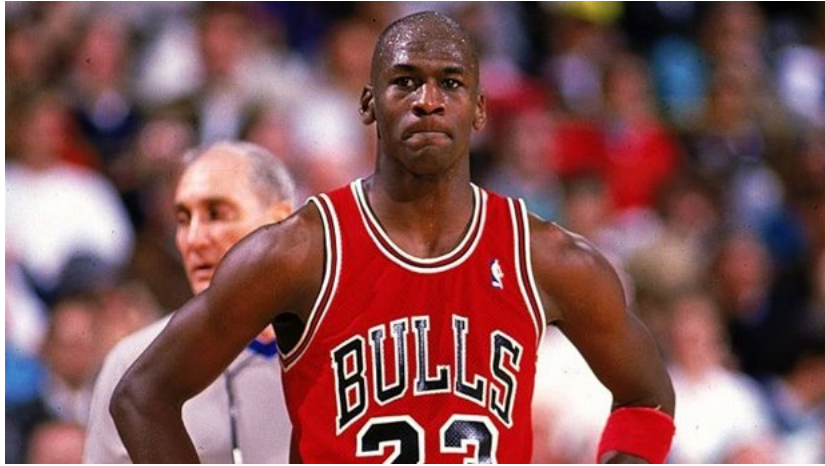
# How to Craft, Develop and Distribute your Message

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- A Framework for when to speak out
- Executive Positioning tactics and recommendations
- Who's doing it right?
- How to create a good narrative

# Then...And Now

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***“Republicans Buy Sneakers, Too.” -  
Michael Jordan***

***Lebron James speaks out and takes a  
stand. - 2020***



# Some Social Issues We're Confronting...

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*Racial Justice*

*Global Pandemic*

*Gender Equality*

*Controversial Voting Rights Bills*

*Gun violence*

*Climate Change*

*LGBTQ+ issues*

So, when do you speak out ?

# Three Questions to Guide Your Approach

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- Paul Argenti, Professor of Corporate Communications at Dartmouth's Tuck School of Business developed a useful framework.

# Three Questions to Guide Your Approach

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- #1 - Does the issue align with your company's strategy, mission and values?
- #2 - Can you meaningfully influence the issue?
- #3 - Will your constituencies agree with speaking out?

# When to Speak Out

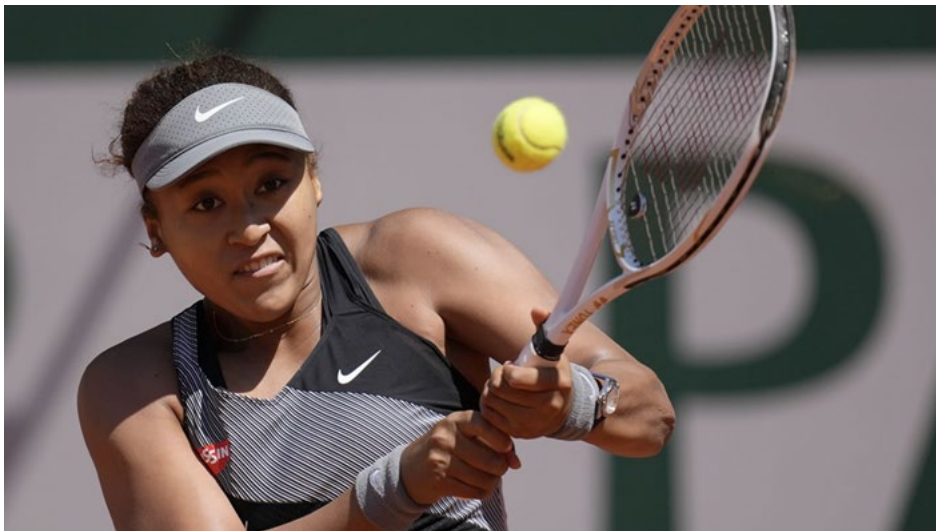
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- #1 - Does the issue align with your company's strategy, mission and values?
  - #2 - Can you meaningfully influence the issue?
  - #3 - Will your constituencies agree with speaking out?
- 

- 3 Yes - Speak out as a leader about the issue.
- 2 Yes - Consider speaking out as a follower.
- 1 Yes - Do Not speak out for now, but continue to monitor.
- 0 Yes - Avoid speaking out.

# Recent Example

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# Don't Be an Ostrich

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# Executive Positioning

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- Align strategic objectives, mission & values with external messaging
- Formulate a trusted playbook by developing a narrative arc and key messages
- Conduct bespoke media training and speech prep
- Curate social media content and develop editorial calendars
- Develop earned media, TV bookings, Op-Eds & thought leadership opportunities
- Coordinate speaking engagements for conferences & panels

# Who should you emulate?

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How does she do it?

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# THERE'S A BIG UNTAPPED MARKET OF WOMEN

## WHY IS THIS IMPORTANT?

Size of prize is huge!

50% of population

▶ Growing businesses

▶ Growing people

▶ Big

▶ Ripe

▶ UNTAPPED

## MORAL:

- ▶ ignorance
- ▶ simplicity creates missed opportunities

## THE SOLUTION

### PRODUCTS

Design from data

- ▶ Lets design the right products
- ▶ loan example
- ▶ anecdote
- ▶ DNA Testing

### PRESENTATION

Don't just put a pink bow on it

- ▶ Delivery
- ▶ Personalization
- ▶ Anecdote
- ▶ Analytics
- ▶ AI
- ▶ Listen to Anna

### PEOPLE

- ▶ Right People
- ▶ Decide that diversity matters
- ▶ Leads us to own change
- ▶ Transparency = Trust

Creates opportunity

## WHY IS THIS IMPORTANT?

▶ 80% of households (women) = financial security

▶ 30% of businesses = grow people and jobs

**STORY OF THE SHEILDMAIDENS**

**GO GET THAT UNTAPPED MARKET**

**EMBRACE THE WOMEN WARRIOR**

CRAFT



# Closing Recommendations

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- Tell your story year-round. Don't wait till a crisis.
- For CSR, put points on the board - you have to start somewhere.
- Always set a baseline for media mentions OR training.
- Don't forget about your people - People want to work for companies that make a difference - internal communications matter.
- Back up your statements with actions & programs that support your values & public stances.

# Thank you

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## Q&A

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# CRAFT