



WEBINAR:

PAC AND GRASSROOTS VIDEOS THAT HAVE AN IMPACT



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Senior Director, Strategic Communications
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INTRODUCTION



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LIGHTS! CAMERA! AGENDA!



**Powerful
storytelling**



**Communication
and fundraising
efforts**



**Messaging and
the messenger**



**Maximizing
Your budget**



**Measuring
success**

VIDEOS ARE POWERFUL STORYTELLING

APTA :30

Why Be a Voice for Public Transit?

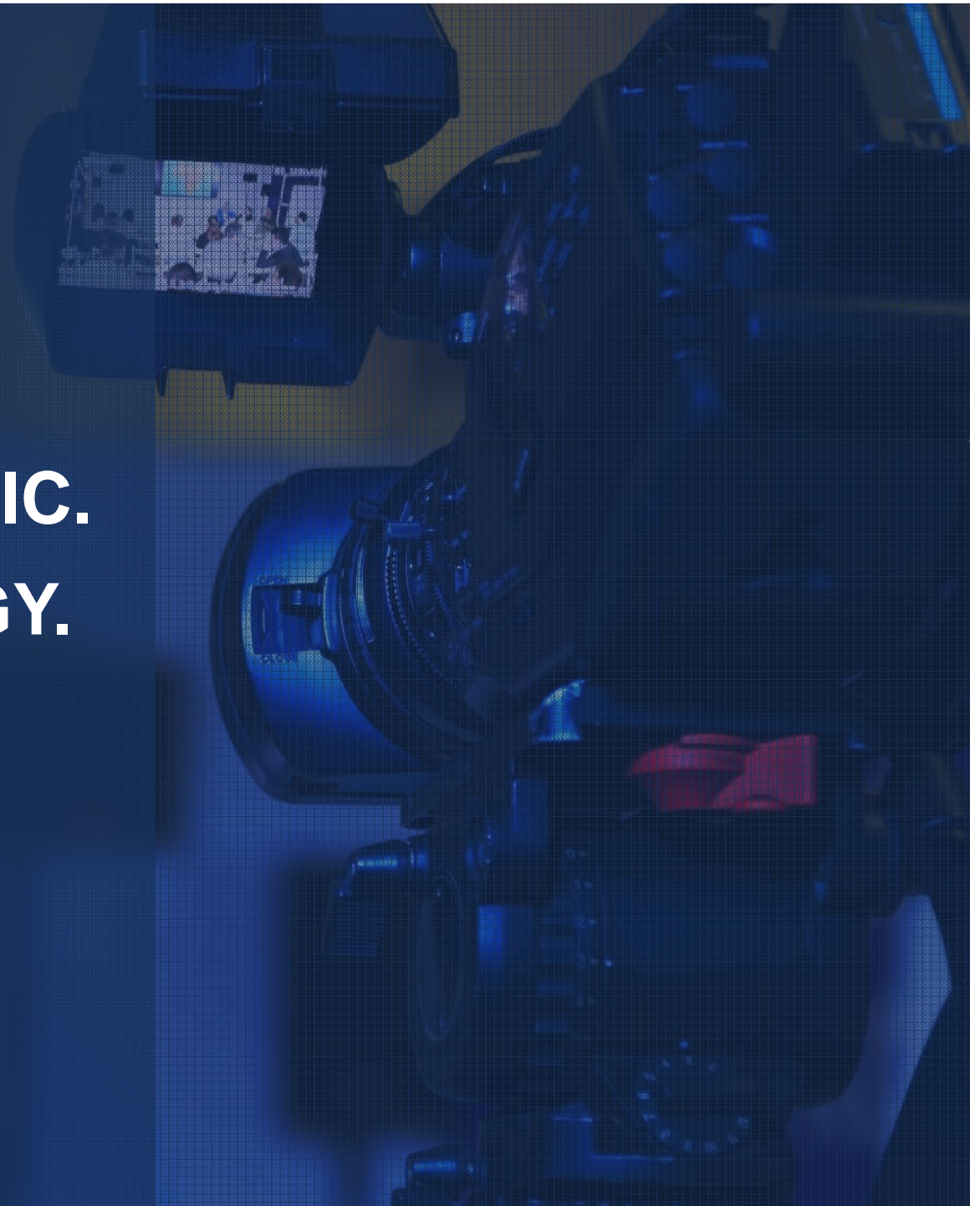
VIDEOS ARE POWERFUL STORYTELLING



***Whatever you dream up,
you can pretty much achieve it through video.***

*And today the cost of creating video is more
affordable than ever.*

**VIDEO IS A TACTIC.
NOT A STRATEGY.**



VIDEOS ARE POWERFUL STORYTELLING



WHY?

*That's the first question I ask a client
when they ask us to do a video.*

VIDEOS ARE POWERFUL STORYTELLING



VIDEOS ARE POWERFUL STORYTELLING

A-B :30

Snippet

DELIVERY



Allows you to tell a story simply, emotionally and powerfully.



Create compelling digital content.



Bring your issue to life using words, pictures and sounds.



Legitimize your issue.
Video has power.



Control your message.

COMMUNICATION AND FUNDRAISING EFFORTS

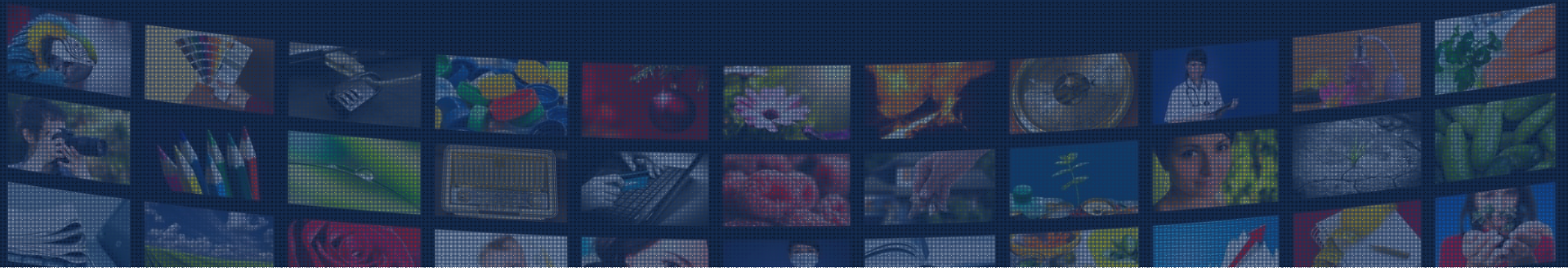
ACRO :30

How Life-Changing Drugs Get Made

VIDEOS ARE POWERFUL STORYTELLING



You need a good client.



PLATFORMS



EMAILS



CONFERENCES



TV



ONLINE ADS



WEBSITES



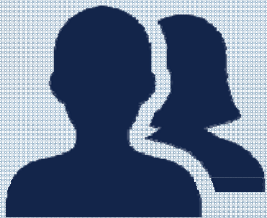
YOUTUBE

MESSAGING AND THE MESSENGER

API :30

Energy Nation Recruitment/Diversity

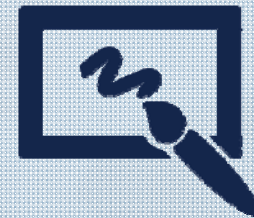
MESSAGING AND THE MESSENGER



TALKING HEADS



LIVE ACTION



ANIMATION

MESSAGING AND THE MESSENGER

TALKING HEADS

- Fast
- Simple
- Easy
- Credible
- Unpredictable
- Improvisational/Scripted
- Emotional



LIVE ACTION

- Real
- Interesting
- Dynamic
- Happy accidents

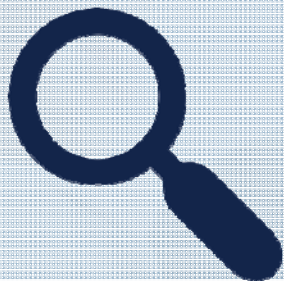


ANIMATION

- Creative
- Fun
- Controlled
- Labor intensive
- Evergreen



MESSAGING AND THE MESSENGER



**WHO TO
INCLUDE?**

- **CEO**
- **PAC Eligibles**
- **Advocates**
- **Champions**
- **Persuasive speakers**

PAC & Grassroots Videos That Have an Impact

Susan Beach
Sr. Director, Strategic Communications

October 1, 2015

Learn

Serve

Lead



Association of
American Medical Colleges

Who we are and what we do

The Association of American Medical Colleges is a not-for-profit association representing:

- 144 accredited U.S. and 17 accredited Canadian medical schools
- Nearly 400 major teaching hospitals and health systems
- 48,000 faculty members, 83,000 medical students, and 115,000 resident physicians

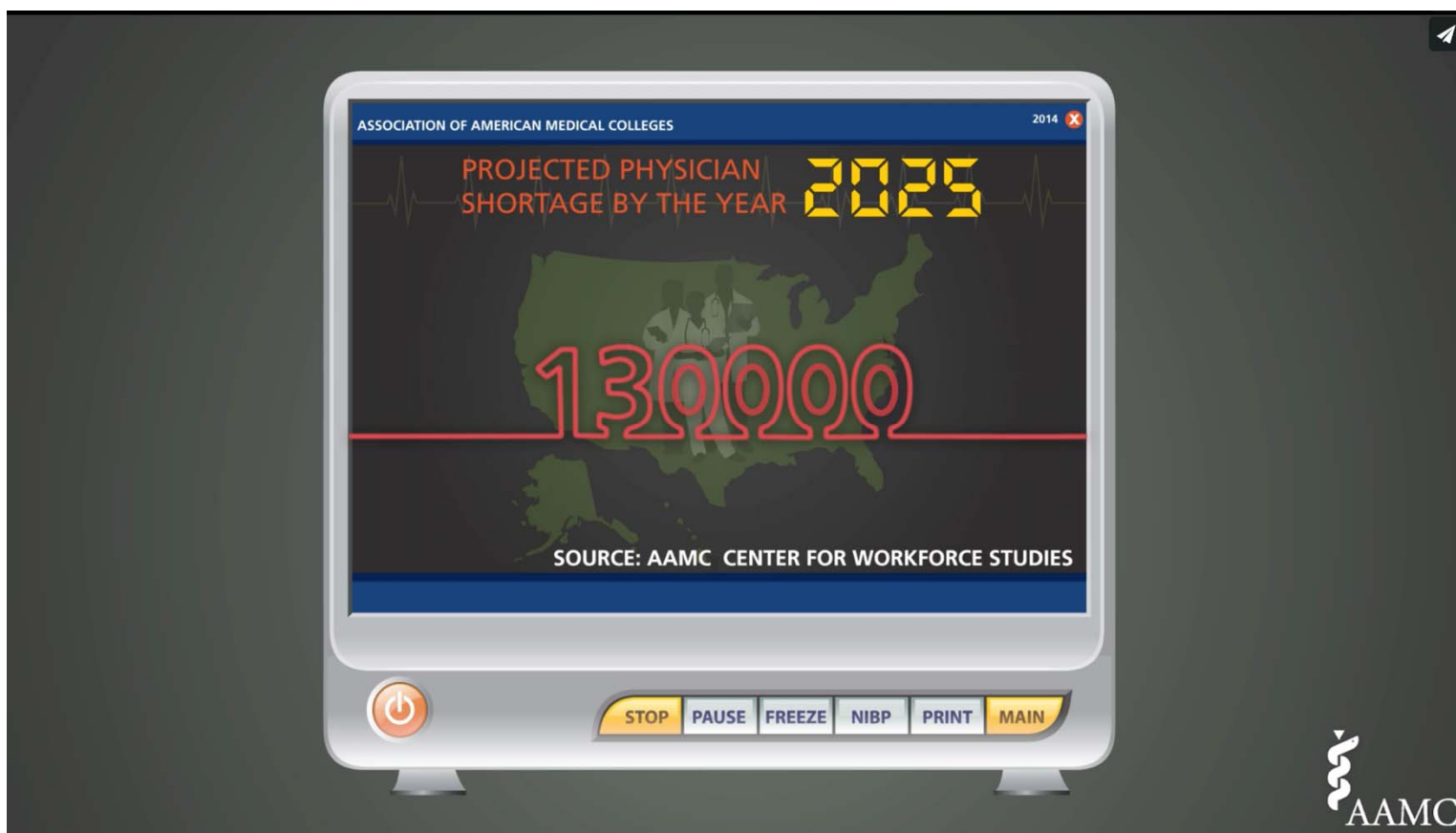
Strategic Communications at AAMC

- Advocacy communications
- Public relations
- Media relations
- Social and digital media
- Public opinion research

AAMC strategic priorities

- **Expand federal support for graduate medical education.**
- **Increase federal support for the National Institutes of Health.**

Graduate Medical Education and the Physician Workforce



The American Doctor Shortage



The Doctor Shortage and its Impact on Patient Care



“We need a video ...”

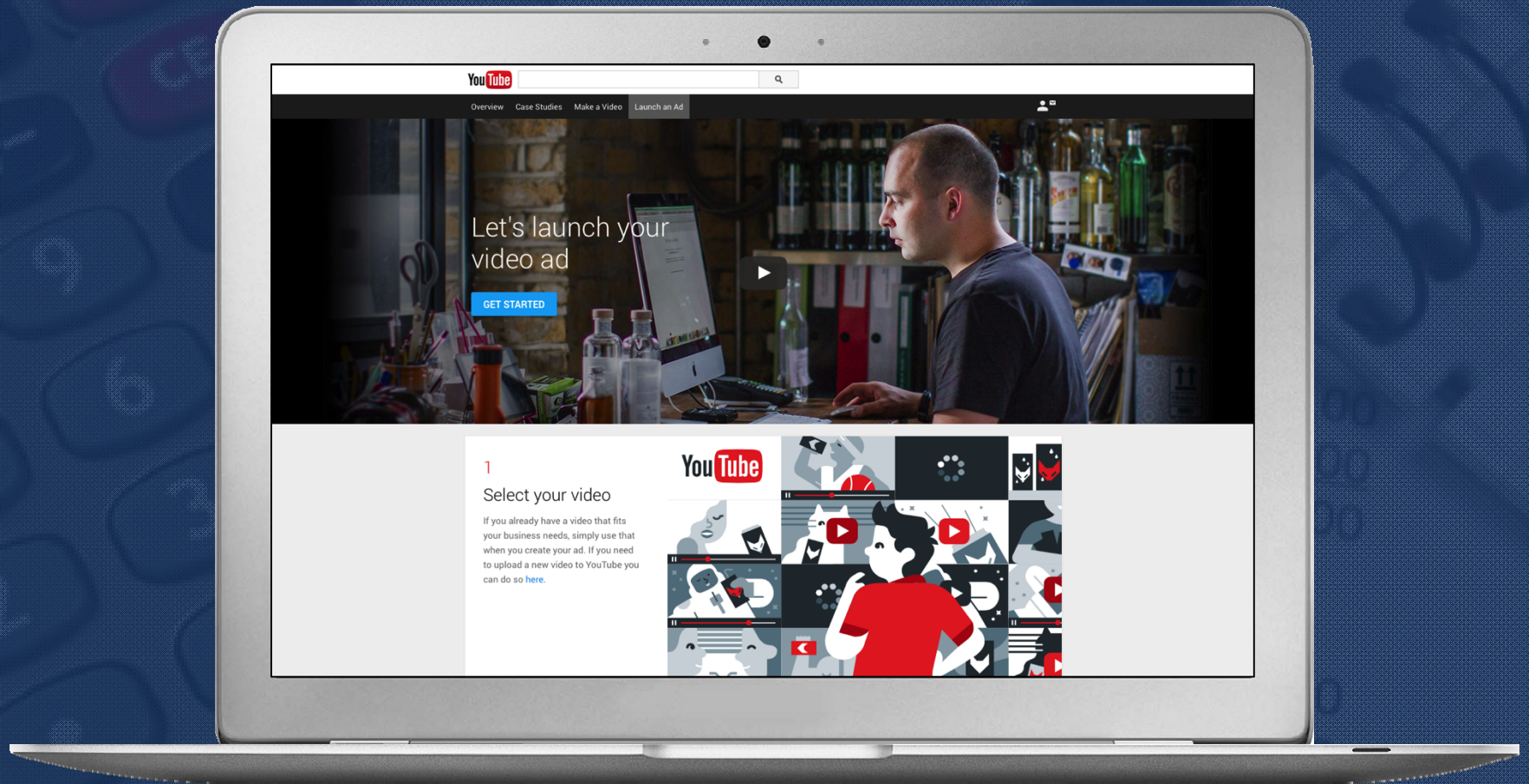
- **What’s the larger, strategic goal?**
- **What are your limitations?**
- **What’s your distribution plan?**
- **How will you measure success?**

MAXIMIZING YOUR BUDGET

ACRO :30

Emily Video

MAXIMIZING YOUR BUDGET



MEASURING SUCCESS

NORFOLK SOUTHERN :30

PAC Video

MEASURING SUCCESS



Establish your RROI early
(Realistic Return On Investment)



Raise awareness



Explain your issue



Get XX of hits on YouTube



**Just become an arsenal
of digital content**



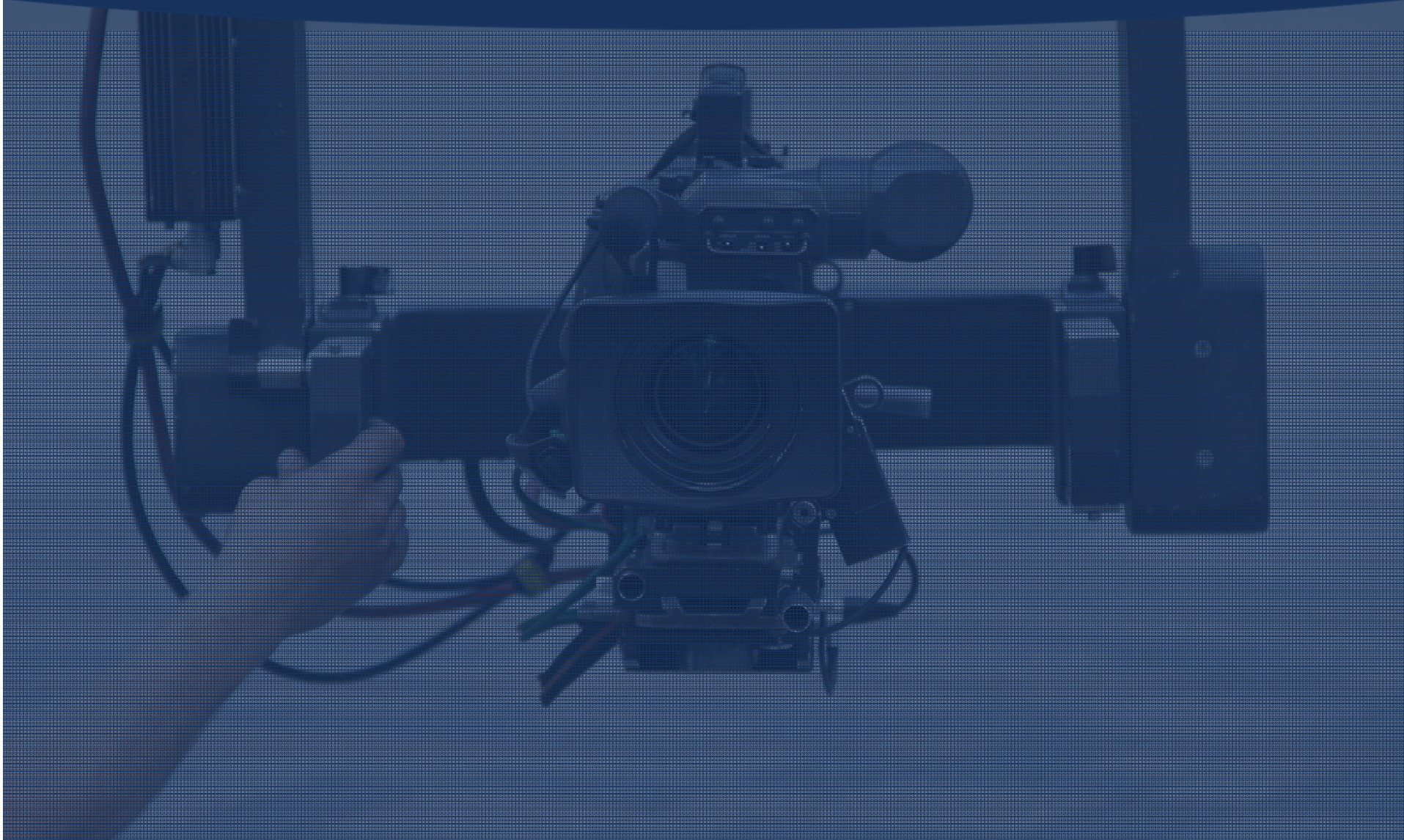
Drive people to do a website



Recruitment

MEASURING SUCCESS

#1 LESSON



#1 LESSON



Take the time to do it right.



THANK YOU



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