



Public Relations Guide

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Introduction

It's challenging for your community to take your REBOOT course seriously if key audiences are unaware that you exist.

This handbook will serve as a guide to your marketing and public relations efforts as you build your local REBOOT program. You'll find tips for raising awareness and connecting with other community groups to generate participation and engagement in the program.

This book explains why you should engage in these activities, how to go about it and, finally, how to measure them to ensure you are successful. These tools are just part of the launch of your Firstline program in your community. These will get you in front of your audiences and draw them in so you can get to the important part of helping them.

Media Relations

Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.

Media Policy

You should not allow media to attend a course meeting or take any still or video photography of participants. You can, however, allow an image of the course leader outside the meeting location or a similar visual.

Media Tips

INTERVIEW TIPS FOR TELEVISION NEWS

When interviewing for TV, you're relying on your body language to set the tone and concise, strategic talking points to tell your audience why they should care about your issue and what action they should take. Compared to radio and print, TV news allows you to convey the least information directly to your audience, so be prepared with just a few talking points.

Do's

BEFORE THE INTERVIEW:

- DO talk informally with the reporter about the focus of the story.
- DO preview the questions.
- DO prime reporters with your thoughts.
- DO take the initiative.
- DO ask how much time the reporter has.
- DO prepare your talking points for the interview.
- DO carefully prepare talking points or “sound bites” that you want to be sure to include during the interview.
- DO set the scene. Guide the cameraperson so that they set up the camera to capture the best scene is behind you. You want activities, visuals, and crowds as your backdrop.

DURING THE INTERVIEW:

- DO be yourself! Be likable and engaging. Be open and confident. Keep your body language natural, open, and strong. Move your hands if it feels comfortable, but don't move your shoulders or your head too much. SMILE.
- DO focus your gaze. Look at the reporter, not the camera. Fix your gaze and don't look around. Looking around or looking up to think makes you look uncomfortable on camera. If you're wearing sunglasses or a hat that might cover your eyes, take them off.
- DO keep answers short and simple. SIMPLIFY.
- DO use colorful words, analogies and absolutes to emphasize a point.
- DO talk in sound bites.
- DO shift the focus to your objectives, if necessary – go back to your sound bites.
- DO make your point is in every answer.
- DO say “I don't know” when you don't, but offer to get back to them with info when able, in a timely manner.
- DO be positive.
- DO remain cool.
- DO always behave as if the camera/tape recorder is on.
- DO repeat your key message when ending the interview – again, sound bites!
- DO control the interview. Stick to your talking points and repeat them, if necessary. End the interview once you've delivered the message. Remember that interview segments on TV news will be, at most, a couple minutes long. The more you talk, the more likely something you don't want to appear on the news will be aired.

Don't's

- DON'T speak "off the cuff" without time to prepare. If a reporter calls unexpectedly, say "I am in the middle of something right now, but if you tell me a little bit about what you'd like to discuss and what your deadline is, I can call you back." Then hang up, prepare your talking points, and return the call.
- DON'T use jargon, acronyms or technical terms.
- DON'T speak off the record, ever! (There's no such thing.)
- DON'T become angry or provoked.
- DON'T speculate, guess or conjecture.
- DON'T speak for someone else.
- DON'T lie.
- DON'T personally attack people.
- DON'T use offensive language.
- DON'T say "no comment" –don't answer a question you don't want to answer, but you can avoid saying "no comment" by responding with one of your sound bites.

Dressing for Television Interviews

Do's

- DO wear something appropriate for the subject matter you are discussing – you want the seriousness or good nature of the interview to reflect in what you are wearing.
- DO wear something you feel comfortable in – you don't want to look stiff.
- DO ask the reporter if there are colors you should stay away from.
- DO wear your message. Wear a hat, t-shirt, sticker, or button that carries your campaign message. It needs to be clearly visible, though.

Don't's

- DON'T wear all black.
- DON'T wear all white.
- DON'T wear clothes with small patterns such as pinstripes and polka dots – they don't show well on screen.
- DON'T wear logos for products not associated with the interview.

INTERVIEW TIPS FOR RADIO SHOWS

When interviewing for radio, you're relying on your voice to set the tone and your words to paint visual pictures for your audience. Compared to TV and print, radio can allow you to convey the most information directly to your audience— so be ready to share anecdotes and stories that support your main points.

Do's

- DO bring notes.
- DO have three main points ready to share
- DO have factual and anecdotal support for your points.
- DO have your organization's contact information written down and ready.
- DO be dramatic. Speak slow and with emphasis. Vary your tone.
- DO acknowledge and correct mistakes. If you're on live radio, correct a mistake or mispronounced word by saying, "I'm sorry, I meant to say...." Be lighthearted about it—everyone makes mistakes and your audience will identify with you if you acknowledge a mistake and correct it. If you're on taped radio say, "Can we do that part over again?" then count down 3-2-1, and start your statement again.
- Do be friendly to hosts. Greet and thank hosts. At the beginning of the show give your host a warm on-air hello and thank you after they introduce you. At the end, thank them again.

Don't's

- DON'T bring more than one page of notes. You don't want to be rustling through papers while on air.
- DON'T create distracting noises. Tapping a pen or moving around a lot, even breathing heavily can be picked up on air.

INTERVIEW TIPS FOR PRINT NEWS & FEATURES

When interviewing for print, you may have to provide background information as well as quotes, so be prepared with resources to refer the reporter to, and provide additional sources to the reporter if necessary. Print reporters may interview you for a long time, but remember that no matter how much you tell them you may only get one or two quotes in the story, so provide background information as necessary, but always come back to your talking points.

Do's

- DO ask questions about the timeframe. Ask the reporter if he or she is on deadline. If he/she is, stick to your talking points. If not, you have time to provide some background info to preface your talking points.
- DO outline the interview. You can tell the reporter what is background info and what he/she can quote. You may say, "I'll start with some background, then

answer any other questions you have.” Preface background information with, “So just for background....” Then answer all questions with your talking points.

- DO phrase answers in a way that you’d like to see them written. Make sure that you stick to talking points and things are spoken as if they could be dictated into a story.
- DO tell reporters about additional sources. Mention allies and opponents reporters could speak with to fill out their story. Provide contact information if reporters need it. If you don’t have someone’s information, offer to find it and email it to the reporter. This establishes your credibility and sets you up as a resource for the reporter.
- DO take advantage of email. Sometimes reporters will offer you the option of responding to questions over email. Responding via email allows you to tightly control your message and minimizes the chances of being misquoted. Always take advantage of this if the reporter allows and suggest it when appropriate.

Don’t’s

- DON’T say anything you don’t want to see in print. Nothing is “off the record.” Stick to your talking points and stories that back up your message and campaign goals.
- DON’T answer a question you don’t know the answer to. If you don’t have an answer to a question but can find it quickly, tell the reporter you’ll get back to them immediately with the answer after the interview is over. If you don’t have the answer to a question but know someone who does say, “I know someone who can answer that question better,” then give the reporter that person’s name and contact information. If you don’t know, simply say, “I don’t have any information on that.”

Social Media

Overview

Social media is a great way to stay informed on the latest news and connect with your friends, family and local community—it’s also a great way to spread the word about the Firstline course and increase participation.

While it can be beneficial to have a presence on multiple platforms, to meet your goals, suggest focusing on Facebook, Instagram and Twitter to aid in recruiting participants, raising awareness in your local community and showcasing the great work the organization is doing.

Getting Started

Like and follow the REBOOT Recovery Facebook page, Instagram and Twitter

Audience

One of the most important things to consider is your audience. The more people you're able to reach, the more people who are likely to participate in the course, donate to the organization or recommend the course to a friend. Using your personal social pages is a great place to start, however if there is a team leader/member that has a large social network or the team is affiliated with a local organization, we encourage them to post as well as a way to cross promote and increase the number of people exposed to information about your location.

Tips to expanding your reach:

- Tag relevant organization pages in your posts
 - Ex. tag REBOOTRecovery, the venue where course is hosted, any sponsor or partner organizations
- Invite your friends to like REBOOT's Facebook page
- Recommend REBOOT to friends on Facebook
- Use searchable/popular/relevant hashtags
- Share your event listing with other local organizations and calendar listings

Calendar

As to not bombard people with content, the team suggests sharing at least one post every Tuesday and Thursday. A great way to keep up with posting regularly is by creating a monthly social media calendar that has social media content and copy laid out at the beginning of the month.

The type of content will change based on the cycle of the program. For example, copy prior to the start date of a course will encourage people to sign up whereas the content during will focus more on highlighting the positive impact your team is making and updates on your location.

Content

Effective content can be original or shared but it should be engaging and shareable. The voice should be informative yet approachable so that it encourages people to engage, by piquing their interest. Posts that contain visuals are generally much more successful and will be more effective in drawing in participants and capturing the attention of potential donors.

Post examples:

- Repost Instagram posts (along with localized copy)
- Retweet tweets (along with localized copy)
- Share Facebook posts to your page (along with localized copy)
- Local event listings shared from the REBOOT Facebook page
- Media coverage about your location
- Industry news (with copy tailored to your location)
- Team member spotlights

- Remember, only participants who volunteer may be profiled, for their privacy and that of their families’
- Shared content from REBOOT blog on website
- Photos—please keep in mind confidentiality of the participants

Tips:

- Tailor each post for each platform.
 - Facebook: Posts should be a maximum of 2-3 sentences and always include a photo or video.
 - Ask questions to encourage followers to respond such as “How can you heal a wound to the soul? Our team helps military families heal from service-related trauma.”
 - Twitter: There is a 140-character limit per tweet. Save space and help your tweets go farther by incorporating popular hashtags into the message rather than tacking them onto the end of a post. This also applies to Instagram.
 - Instagram: Posts should be visually appealing—creating a text graphic with pertinent information is great. Additionally, Instagram will not hyperlink to URL’s in captions but you can incorporate them into your bio and direct viewers to your bio.
- Incorporating a link back to the REBOOT website will make it easier for viewers to quickly find information on the organization.
- Respond to interactions.
 - Social media should be engaging and interactive. If someone comments, asks a question or shares a post, the team should respond with a positive message.
- Customize auto-filled content.
 - When sharing links to articles or slideshows, many pages will automatically generate a photo, headline and description. It’s important to customize these aspects so the most appealing photo is shown and the copy features full and coherent sentences.
- Stay positive.
 - Social media should position REBOOT as a positive force in their industry. Content should remain positive and insightful to keep users coming back. Avoid rashly responding to negative feedback. If someone says something negative or snarky, we are happy to talk through the best way to respond.



Sample Press Release for REBOOT Combat Recovery

PROGRAM AIMED AT HELPING MILITARY FAMILIES HEAL FROM SERVICE-RELATED TRAUMA NOW ACCEPTING PARTICIPANTS FOR < SEASON> COURSE

STATE, City (Month Day, 2017) – REBOOT Combat Recovery, a 12-week trauma healing course in <community> starting <date and time>. Exists to help military families heal from the moral and spiritual wounds associated with service-related trauma.

The REBOOT course provide a unique blend of clinical insight with Christian faith-based support. REBOOT “communities” are safe, private, peer-led, and are offered at no cost to participants. Childcare and a pre-discussion meal are provided on a weekly basis to remove barriers of entry for families seeking help. We encourage the participation of spouses and loved ones because we know that trauma impacts the entire family.

“<Why you got involved with REBOOT,>” said <full name,> leader of the <community location> and <any other title you’d like to add in.> “I’m so grateful to have the opportunity to give back to the community that helped me—these meetings, and the relationships formed, are so important to healing our military families and restoring community.”

REBOOT Recovery is headquartered near Fort Campbell, KY, where it was founded in 2011 by occupational therapist Dr. Jenny Owens and her husband, Evan. What began as a small group in the Owens’ home has expanded to more than 250 U.S and international course locations. Typical meeting places include churches, military bases, VA hospitals, prisons, community centers and homes.

The free weekly course in <community name> begins on <day, date> and will be held at <location/address> from <time>. Childcare and dinner will be provided. Please register by going to rebootrecovery.com.