



Advocacy Communications

Friends Conference
February 22 & 23, 2009

What Makes News?



“When a dog bites a man, that is not news, because it happens every day. But if a man bites a dog, that is news.”

- John B. Bogart
Editor, The New York Sun
1873-1890

What Makes News?

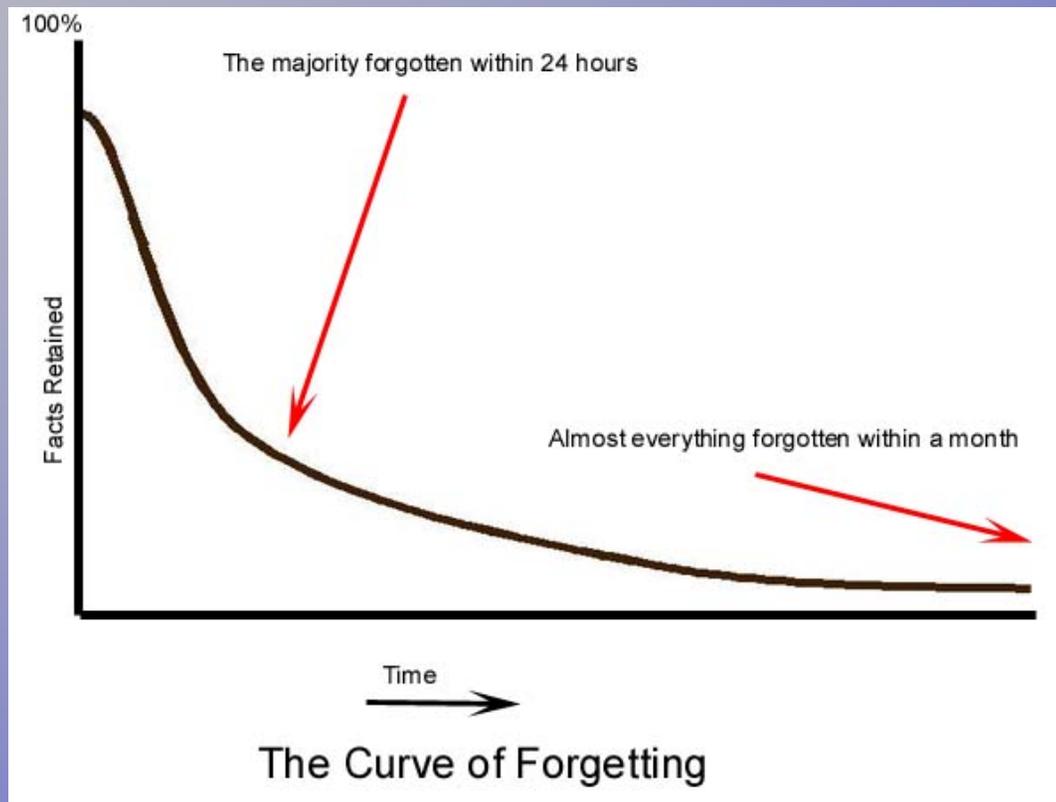
- Something new – new research, new discovery, etc.
- Relates to another story currently in the news
- Offers something different, surprising or counterintuitive
- Contains a superlative or extreme – biggest, smallest, first, last, most, least, etc.
- Is part of a growing trend – the rule of three
- Affects people's lives
- Is certain or reasonably certain
- General mayhem: crime, calamity, catastrophe, corruption, conflict
- Contains an urgent, unusual, or unexpected threat

Real Headlines

- America's 548 National Wildlife Refuges Under-Funded By 43 Percent
- Cache River NWR is Using Satellites to Kill Trees
- Refuge System Firefighters Sent to Help Fight Australian Fires
- Brand New Species of Butterfly Found at National Wildlife Refuge
- Nation's Largest Tallgrass Prairie Restoration (Neil Smith NWR, Iowa)

Media Training – Five Rules Great Spokespersons Know

1. To Honor Ebbinghaus' Ghost



Media Training – Five Rules Great Spokespersons Know

1. To honor Ebbinghaus' ghost
2. Speak *through* the reporter, not *to* the reporter
3. Get your headline out first! No chronologies.
4. Repeat, repeat, repeat
5. Passion matters!

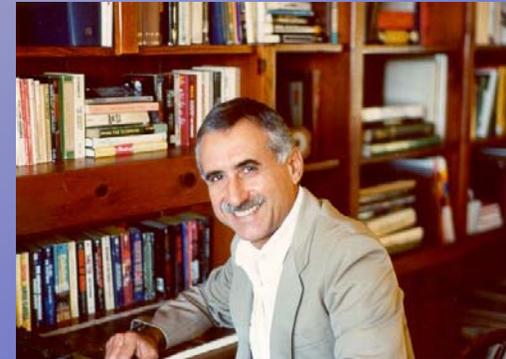
Words vs. Performance

Landmark 1967 Study Found That People Derive Meaning From Communication in Three Ways:

Content (word choice) **7%**

Voice (volume, pitch, pace) **38%**

Performance (body language, eye contact, expressive face, gestures, appearance, etc.) **55%**



Dr. Albert Mehrabian

Media Exercise

YOUR MESSAGE:

“Our work at [NAME OF REFUGE] is critically important because [REASONS], therefore we are asking for sufficient resources to continue our vital work.”

FACTS:

- Your budget has been slashed from \$1.5 million per year to \$500,000
- You may have to layoff staff including your biologist
- You will have to stop all conservation activities
- You may have to close refuge on weekends and holidays
- You can no longer offer school tours or educational activities