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MEDIA AND MESSAGING IN A DIGITAL WORLD


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AGENDA

Part I	Welcome
Part II	Media Consumption
Part III	Brainstorm Breakout
Part IV	Group Presentations
Part V	Break
Part VI	Getting Your Message Out
Part VII	Brainstorm Breakout
Part VIII	Group Presentations

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» Name

» Title and role

» Something interesting about you & your town/city

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HOW WE COMMUNICATE



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BUILDING A PLAN


- The way people are consuming media is changing!
- Modern communication plans come in all shapes and sizes. They vary by time, length, purpose
- However, the success of a communications plan always depends on the following two questions:
 - Who are we communicating with?
 - What are we trying to tell that audience?
- From there, we can begin to answer additional questions:
 - Do we need to have different messages for different audiences?
 - What are the best ways to communicate? Social media, TV, radio,
 - Will we be doing a mix of paid and non paid communication?

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BUILDING A PLAN

Non Paid	Paid
<ul style="list-style-type: none"> • TV news coverage • Radio coverage/shows • Social Media • Digital Ads • Email Lists • Newspaper coverage 	<ul style="list-style-type: none"> - TV commercials - Smart TV ads - Radio - Digital Radio - Social Media - Digital Ads - Newspaper ads

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REACHING YOUR AUDIENCE




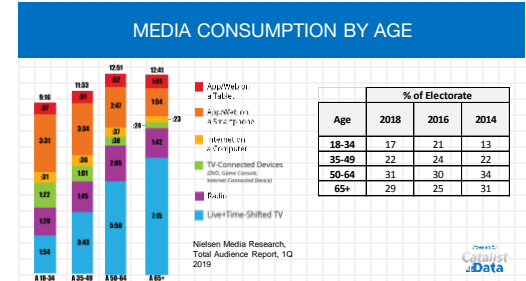
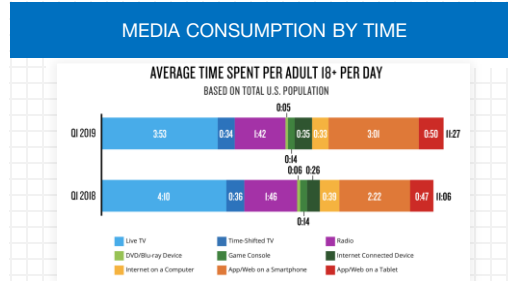
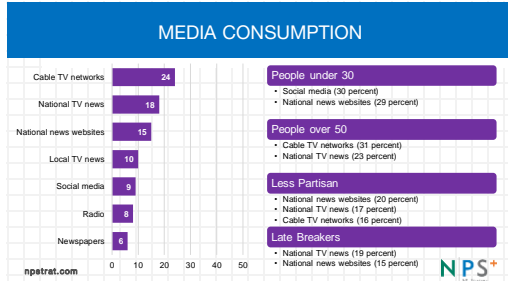
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MEDIA CONSUMPTION HIGHLIGHTS

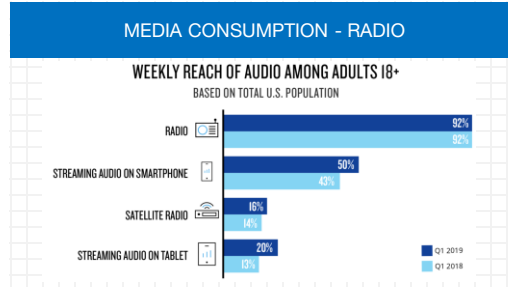
HIGHLIGHTS

- U.S. Adults spend 11 hours and 27 minutes per day connected to media
- 66% of streaming service users know what they want to watch always or most of the time when tuning in
- 92% of U.S. adults listen to radio each week, highest of any platform
- Adults 35-49 spend more time per day on smartphones than any other age group
- Adults 18-34 spend over half of their daily media usage with digital media
- Asian American adults spend 42 minutes per day on Internet connected devices
- Black adults spend over an hour per day using TV-connected devices
- Half of all adults stream audio through their smartphones each week
- 28% of U.S. households own a smart speaker
- vMVPDS exist in 5.3% of all TV households as of June 2019
- 56% of moviegoers in the past 7 days are adults 18-34

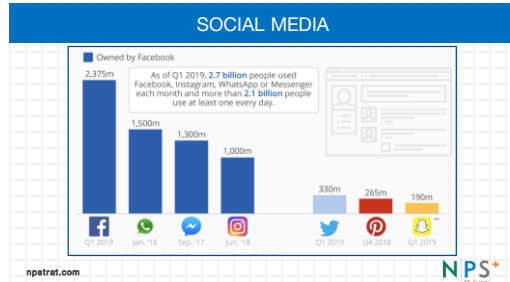
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MEDIA CONSUMPTION BY RACE									
	TOTAL		BLACK		HISPANIC		ASIAN AMERICAN		
	Q1 2018	Q1 2019	Q1 2018	Q1 2019	Q1 2018	Q1 2019	Q1 2018	Q1 2019	
Live TV	4:10	3:53	6:01	5:37	3:07	2:49	2:08	1:56	
Time-shifted TV	0:36	0:34	0:35	0:32	0:21	0:19	0:17	0:15	
Radio	1:46	1:42	1:52	1:48	1:51	1:46	NA	NA	
DVD/Blu-ray Device	0:06	0:05	0:07	0:05	0:05	0:04	0:04	0:03	
Game Console	0:14	0:14	0:16	0:17	0:15	0:14	0:09	0:09	
Internet Connected Device	0:26	0:35	0:29	0:39	0:28	0:38	0:32	0:42	
Internet on a Computer	0:39	0:33	0:34	0:25	0:27	0:24	0:52	0:43	
App/Web on a Smartphone	2:22	3:01	2:46	3:26	2:17	3:09	2:28	3:11	
App/Web on a Tablet	0:47	0:50	0:47	0:49	0:39	0:45	0:50	0:51	
Total	11:06	11:27	13:27	13:38	9:30	10:08	7:20*	7:50*	







SOCIAL MEDIA

Utilize Your Platform(s)

- Communicate Frequently
- Only have the accounts that you have time to manage
- Develop social media post calendars
- Assign the posting to one person
- Assign the approval to one person
- Be original in your presentation
- Utilize technology for your posts

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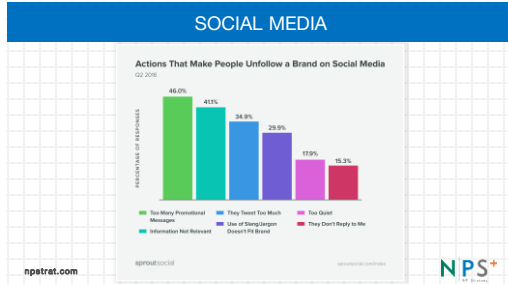
SOCIAL MEDIA

Video/Still Pictures

vs.

- What are your objectives?
- Tell the story
- Landscape NOT portrait mode
- Use different angles
- Effective sound and lighting

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SOCIAL MEDIA

Promoting Content

- Boosting Tools Vs. 1:1 Matching
- 1:1 – IP Address, Cell phone match, social media match, SmartTV, Digital Radio
- Other Tools: Ad Words, Geofencing, Retargeting

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SOCIAL MEDIA

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SOCIAL MEDIA



EMAIL CAMPAIGNS

- Acquisition campaigns are key
- Build a calendar
- Rotate the type of message and content
- Long newsletters do not work as well as short, to the point emails
- Write them to seem as personal as possible!
- Use social media to compliment your emails.
- Graphics are key



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EMAIL GRAPHICS



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CONSULTING FIRM TIPS

- » When should you hire a firm?
- » What benefits will a firm provide?
- » What should a firm be charging for, and what should they not?

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BREAKOUT QUESTIONS

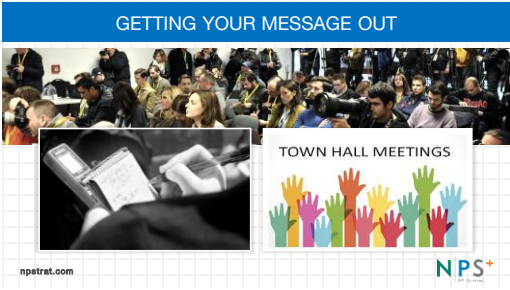
- » What did you find most interesting/surprising?
- » List the ways your government gets information out to constituents:
 - » Are you utilizing the right tools?
 - » What needs to be changed, if anything?

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BE ENGAGED

The screenshot shows a Twitter feed with three tweets. The first tweet is from the City of Cape Town (@CityofCapeTown) with a photo of a sunset and the text 'SCOTT TROTTING CAPE TOWN'. The second tweet is from Steve Benjamin (@SteveBenjamin) with the text 'What a beautiful couple! Wishing you a long, happy & blessed life together. #LoveConquersAll'. The third tweet is from NPS+ (@NPSplus) with the text 'NPS+ NEWS: A police officer has been injured & transported to an area hospital in Brooklyn. Please expect a police presence and avoid the area of Southern Bk & Thompson area. More information to follow once available. Show this thread'. The NPS+ logo is visible in the bottom right corner.

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BE ENGAGED

The screenshot shows a Twitter feed with one tweet from NPS+ (@NPSplus) with the text 'LIVE FEARLESS' and a photo of a person jumping. The NPS+ logo is visible in the bottom right corner.

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HAVE A MESSAGE

The screenshot shows a Twitter feed with one tweet from NPS+ (@NPSplus) with the text 'WHAT IS YOUR PARACHUTE?' and a photo of a person skydiving. The NPS+ logo is visible in the bottom right corner.

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DELIVER EFFECTIVELY



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REMEMBER YOU ARE ALWAYS ON!



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TALKING TO THE MEDIA



- ☐ Understand your role
- ☐ Be fluent with talking points
- ☐ Stay on message
- ☐ Be direct
- ☐ Don't get distracted
- ☐ Practice. Practice. Practice.

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GROUP PRESENTATIONS

There is an officer-involved shooting in your city. A young woman is in critical condition. The officer is being evaluated at the hospital. The shooting just occurred and details are limited. There are rumors swirling that the officer is at fault. You've seen some of the body camera footage and it is disturbing but did not violate S.O.P. Witness cell phone video is circulating widely on social media. A large group of people are starting to gather outside the police department headquarters.

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GROUP PRESENTATIONS

A staff member in your city has posted something inappropriate on your official social media account.

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GROUP PRESENTATIONS

Your city makes a top 10 "best of" list. How do you market this accomplishment?

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GROUP PRESENTATIONS

Your city is receiving children from the border due to the zero tolerance policy of the White House. National and local media are traveling to your area to get footage of the children and are requesting similar interviews.

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GROUP PRESENTATIONS



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LET'S

TALK

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