



**FROM OUTREACH TO IMPACT: HOW IVP
PROGRAMS CAN BUILD POWERFUL MEDIA
PARTNERSHIPS THAT DRIVE CHANGE**

WWW.BRASSRC.COM

We are a team of change makers, based in Washington, D.C. We specialize in public relations, fundraising strategy, events, digital communications and marketing.

We help you find your message and your audience, so reaching your goal becomes simple.

OUR PARTNERS



WE PLACE EXPERTS IN

MEDPAGETODAY[®]

CNN



The New York Times

STAT

n p r



SCRIPPS
NEWS

Newsweek

The
Washington
Post

The
Atlantic



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communications

WHAT WE'LL COVER

- Guide tactics with strategy:
 - Set Your Objectives
 - Define Target Audience
 - Create Key Messages
 - Channels + Editorial Calendar
 - Enhance with Sticky Stories
 - Create Relationships
 - Ready Spokespeople
 - Conduct Monitoring
 - Action Items

OBJECTIVES: START WITH WHY

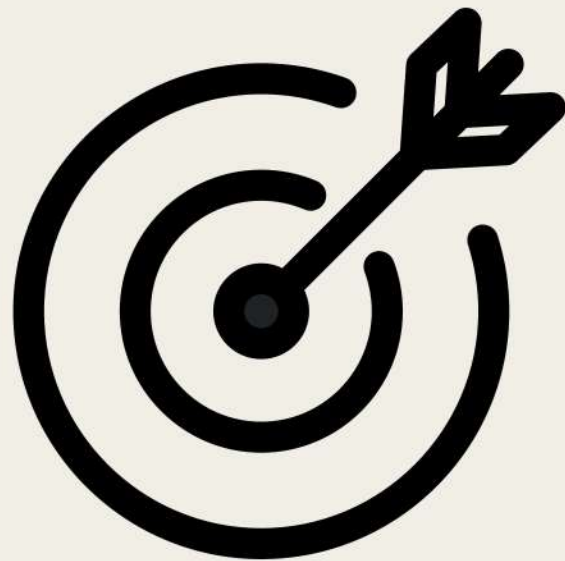
The value of earned media



- Educate constituents about your work and value through established channels they already consume and trust.
- Inform people how to keep themselves, families, communities safe and healthy.
- Advocate for your work with decision makers.

STRATEGY SAVES MONEY AND RESOURCES

Make good choices.



- What are the broad strategic objectives of your organization?
- What are the biggest challenges for the populations you serve?
- Use earned media to advance a cause.
- Take credit for wins.

CREATE A COMMUNICATIONS PLAN

Being specific and targeted saves money.



- Audiences
- Key messages
- Norms and protocols within your office - who is allowed to speak on the record?
- Editorial calendar
- Share it and create a cheat sheet version.

GET SPECIFIC ABOUT YOUR AUDIENCE

~~“general public”~~



- Place-based: local, state?
- Demographic info (i.e. reduce disease in a specific population)
- Persuasion: Secure more funding? Behavior change?

No matter what:

- Who is the decision maker? Aim to reach someone with a particular role.

KEY MESSAGES: WHAT ARE THEY?

- Jot down the three clear, concise and compelling points.
- Use simple language.
- One point should be your call-to-action.
- Keep coming back to these points. Repetition is good.



KEY MESSAGES: WHAT TO SAY?

- Picture your key audience in front of you. What three points do they need to know?
- How does your goal align with your persuadables?
- End with a *clear* call to action *or* key takeaway.
- Backup: Anticipate objections and counter them



Check out: Public Health Communications Collaborative,
Communications Network, deBeaumont Foundation



Summer's coming -- sign up for SYEP!



NYC Mayor's Office 
68K subscribers

Subscribe

 2.6K



 Share

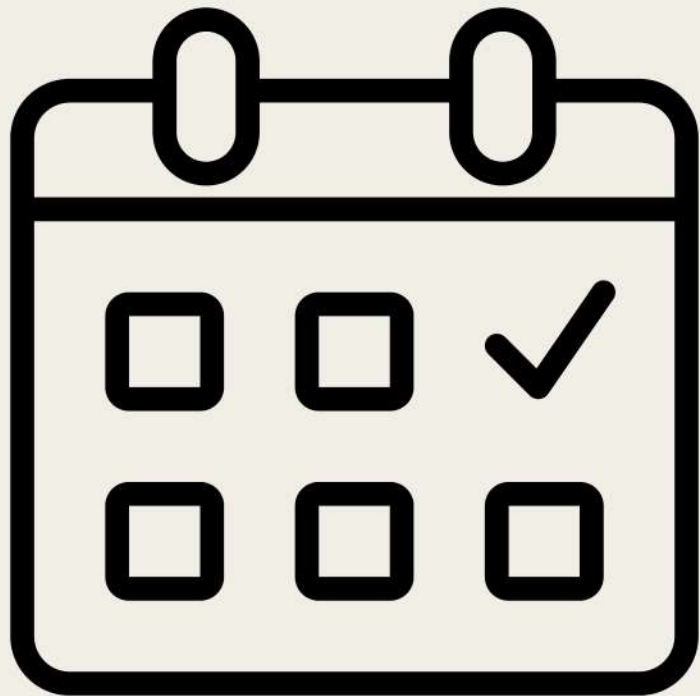
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CHANNELS: EDITORIAL CALENDAR

What matters to your key audiences throughout the year?



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- Winter: extreme cold, holidays, cold/flu season
 - Spring: ticks, spring break travel, allergies and asthma
 - Summer: extreme heat, mosquito/tick borne disease, water safety
 - Fall: back-to school, get flu/covid shots, Thanksgiving

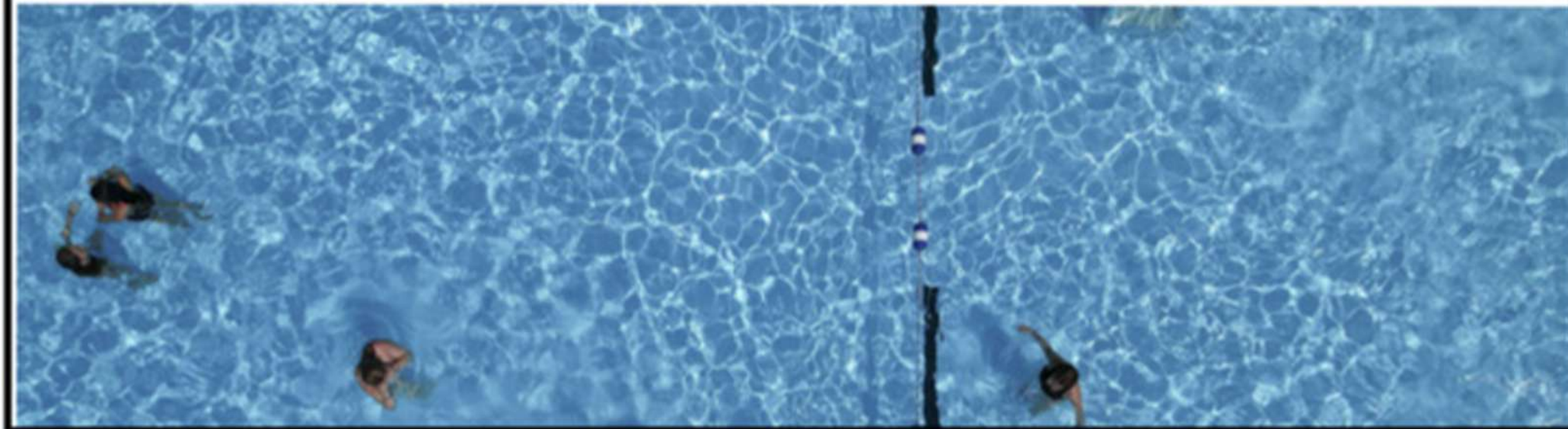
Memorial Day

May 26

POLITICO

'Terrifying': Trump cuts CDC's drowning-prevention team

The loss of the CDC's drowning-prevention unit is one that water safety advocates fear will have a direct impact on children's safety.



STORYTELLING FOR MEDIA

The human brain loves narrative.



-
- Why stories are important (even for data-lovers)
 - Story spotting - which stories do I tell?
 - Prepping the storyteller
 - Where and when to tell the story

STORYTELLING CASE STUDY



The CDC's injury center is saving lives — but for how much longer?

BY SHARON GILMARTIN, OPINION CONTRIBUTOR - 06/02/25 12:00 PM ET



A container of Narcan, a brand name version of the opioid overdose-reversal drug naloxone, sits on a table following a demonstration at the Health and Human Services Humphrey Building on Friday, Sept. 8, 2023, in Washington. (AP Photo/Mark Schiefelheim, File)

Opinion
How to submit an op-ed.

Most Popular

- 1 Senate parliamentarian rejects GOP attempt to authorize states to...
- 2 Rubio warns of global oil disruption over Hormuz closure
- Russia ready to help

“[Hayley] Jelinek is a health educator at the Two Rivers Public Health Department in Kearney, Nebraska. From running game show-style medication safety training sessions at senior centers to delivering Narcan to local bars — she once distributed more than 250 boxes of Narcan in 90 minutes — Jelinek works relentlessly to teach people how to prevent and treat drug overdose.”

CREATING RELATIONSHIPS

Position yourself as a trusted source.



-
- Send a note to acknowledge their coverage of an important issue.
 - To build rapport: ask for a meeting, invite them to a tour of facility or program site.
 - Keep them in the loop about what your health department is doing. Drop them a note to tell them you are planning a campaign around something in your editorial calendar, like back-to-school.

WHAT'S IN IT FOR THE JOURNALIST?

What role do you play in their story?



- Expert analysis: characterize the moment
- New data
- Represent the collective voice
- Offer an exclusive update on an event
- Compelling description of impact
- Connecting role

GETTING SPOKESPEOPLE READY

Beat nerves and create clarity with practice.



- Identify spokespeople, explore their bios for good roles, stories, and anecdotes.
- Write key messages.
- Mock Q&A on both basic messaging and tough questions.

SETTING UP INTERVIEWS

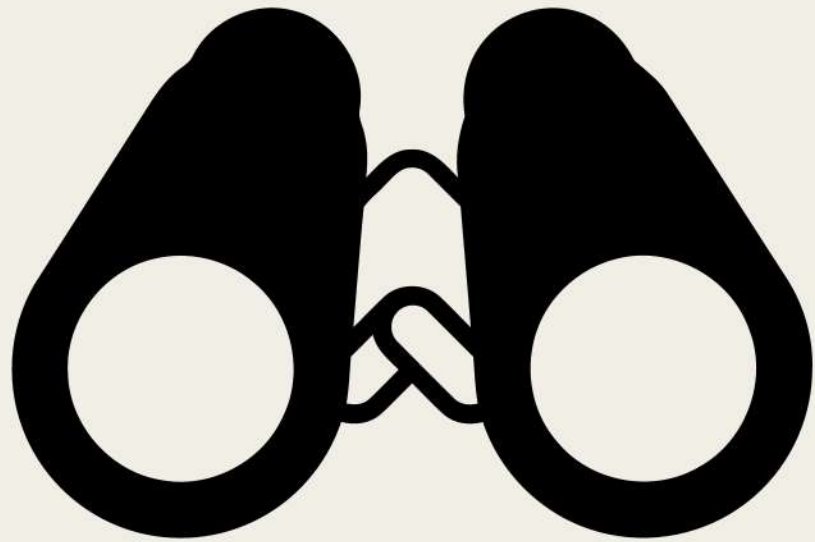
It's the simple things.



-
- Pick the right date and time.
 - Be easy to access - briefings via Zoom/Teams.
 - For 1:1 interviews, send a confirmation and thank you.
Protip: use calendar invites and make it clear who is calling whom.

MONITORING

Tune into local journalists who are likely to overlap with your issues.



-
- Who writes on which topic?
 - What is their tone? Who do they typically quote?
 - Establish contact lists and constantly refine them, because reporters move around. You can typically find an email address for a journalist without purchasing anything.
 - Note: this is also one of the first steps to creating a crisis comms plan.

FREE STUFF YOU CAN DO TODAY

Get organized, anticipate.



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- Block out time to monitor media on your own calendar.
 - Be aware of your media diet. Varied is good.
 - Reserve time to practice interviews on your spokespeople's calendar.
 - Start an editorial calendar for next quarter.
 - Send calendar appointments to journalists who are interviewing your people.

QUESTIONS?

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