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CNN.com.

The New York Times

USAID Development Communications and Getting Your Messages Out to External Audiences thru Media

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INTERNATIONAL
Herald Tribune

Aljazeera.com[®]



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Purpose of this session

1. Learn how USAID “global communications” have changed (DOC Program)
2. Learn how to coordinate with USAID through communications
3. Do’s and don’ts for preparing for and conducting more effective media interviews
4. Messaging, Bridging, Building Confidence

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USAID's Development Outreach Challenge: U.S. Audience Perceptions

- Development doesn't work.
- Development funds corrupt dictators.
- Development has NOT eliminated poverty.
- Development doesn't improve U.S. security.
- USAID is just a big bureaucracy; too dysfunctional.
- We give too much \$ overseas that could be used better in our own country.

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USAID's Development Outreach Challenge: Developing Country Audience Perceptions

- The United States doesn't give enough money.
- *We* want to decide how to spend your U.S. tax dollars.
- USAID money only goes to NGOs, contractors, etc...
- USAID isn't helping me or *my* community.
- What is USAID? An international NGO, right?

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USAID Internal Challenges Faced

- No Culture of Communications
- Few Communications Staff
- No Outreach Standards or Regulations
- No Training
- Little Leadership Support – Budgetary or Institutional
- No Brand Identity

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USAID Launches DOC Initiative in 2004

- Leadership Support: Every Mission expected to conduct “outreach”
- More than 110 DOCs now in the field
- Mission “Communications Strategies” produced at every Mission
- Strong relationships with Embassy Public Affairs colleagues
- Extensive training program: More than 400 trained
- Outreach budgets growing...slowly...at Missions
- Innovations for USAID: Paid media campaigns

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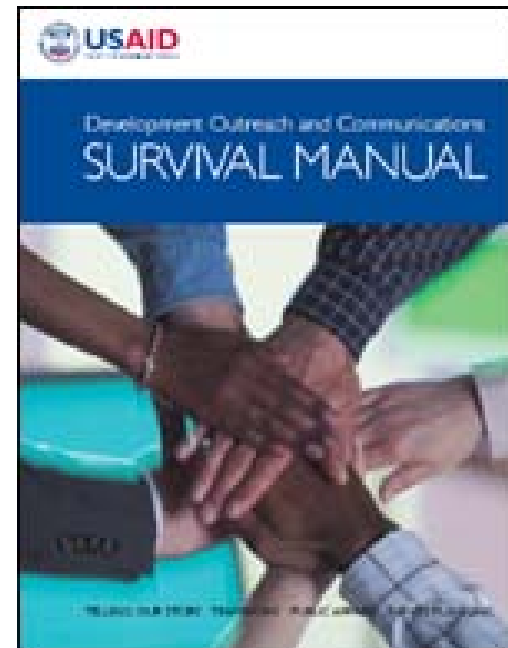
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Lesson #1: Must Show Our Best Practices

- Objective: To Raise Awareness
- FAA authority
- Leadership mandate

Best practices shown through:

- Pilot projects
- Work of DOC as *technical* outreach expert in Mission environment
- Guidance materials
- Training



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Lesson #2: Keep Building Core Competency



- Annual regional trainings
- Recruit experts in outreach, communications, marketing, development, etc.
- Use social-networking technology
- Keep leadership involved

“Public speaking, public diplomacy, outreach efforts, speaking to a wide variety of audiences at every strata of society in every country is going to be a skill that we cannot do without. And everyone must know it...so it’s part of everyone’s portfolio as far as I’m concerned.”

Administrator Fore

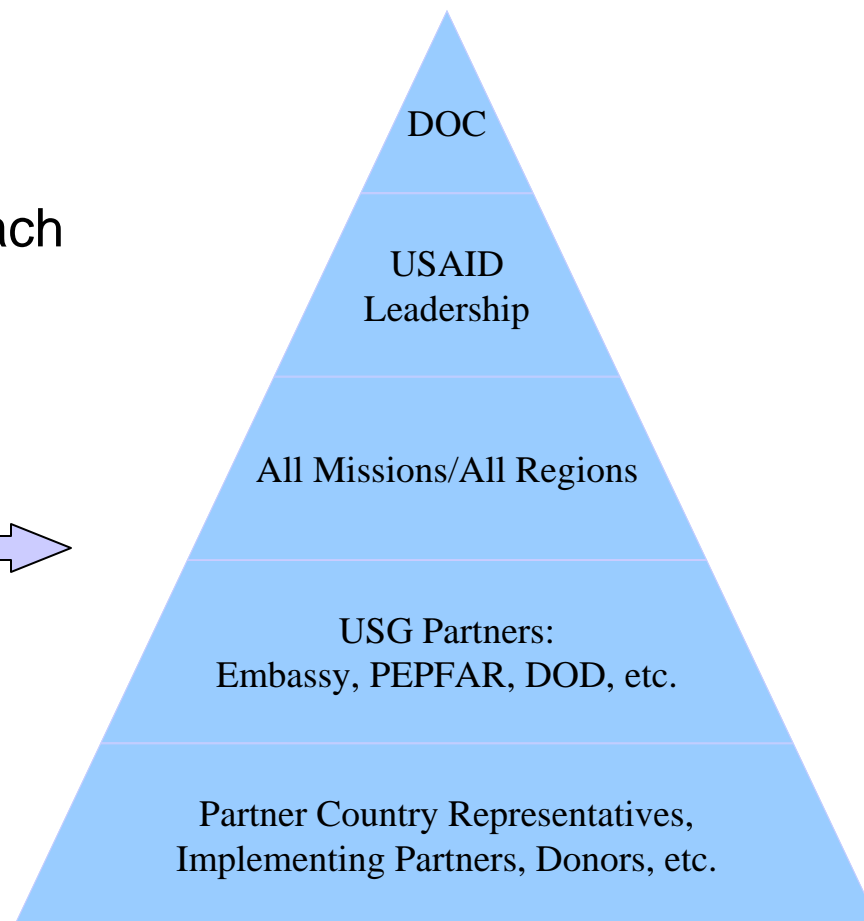
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Lesson #3: Always Work on Coordination: In-reach & Outreach

- Train the Trainers
- Message: Define outreach vs. in-reach
- Showcase & enhance DOC role
- Engage key audiences in “support” of outreach activities



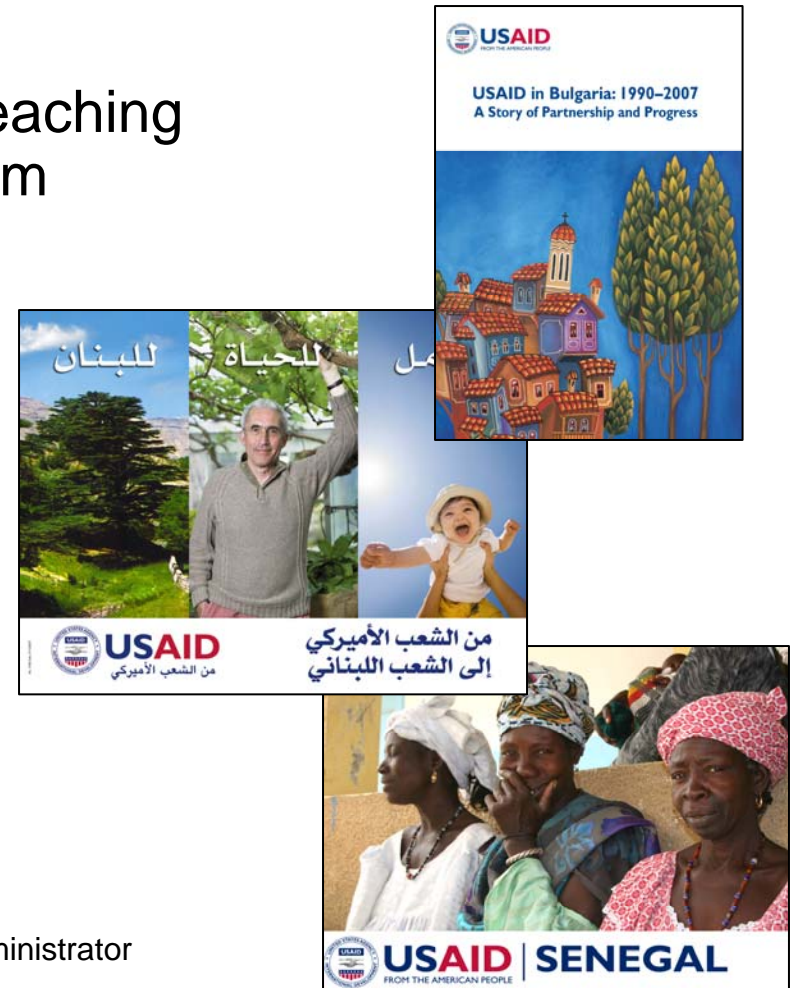
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Lesson #4: Manage Expectations of Outreach

- Outreach doesn't always mean reaching EVERYONE – 1 person DOC team
- Successful outreach starts early with a plan
- Active communications requires **resources**
- Not every Mission will need a “campaign”
- At end of day...”if it bleeds, it leads.” Development is not always a priority in media



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Lesson #5: Patience

- Always “set backs” in showing the value of outreach/communications.
- Outreach can come last in program considerations.
- Institutionalizing respect for development communications takes time.
- Development successes *must* be based on generally agreed-upon indicators and results. Results take time.

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Today, USAID DOCs are...

- Outreach managers
- Media campaign leads
- Team trainers
- Site visit planners
- Mission reporters
- Performance monitors
- Branding experts
- Writers/editors



- Fill in the blank _____

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Today's Evolving Development Communications Environment

- Host of bilateral and multi-lateral donors
- Explosion in “Philanthro-capitalists”
- Private sector growth into development
- Increasing Military role in development
- Desire for more transparency and accountability by Donors & Implementers
- Media will go to source where they can get information most readily
- Host Country Thirst for Program Information and Measures of Success



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Understanding the media

- Print (headlines) vs.
- Radio (sound bites) vs.
- Television (headline/sound bite) vs.
- Internet and Blogs (consumer-driven)

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Three general types of media interviews

1. **Proactive:** Those that you set up/take initiative
2. **Reactive:** Those requests that come to you.
3. **Impromptu:** Unexpected media interviews

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Must Establish Clear Goals/Aims: AMV

- Who is your target “audience”?
- What is your orgs main “message” to reach that audience?
- Which media “vehicle” best delivers that message and audience objectives

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Before the Interview...Coordinate with USAID Press Office or DOC (in the field)

1. Be familiar with your orgs and USAIDs **in-country programs**
2. Review USAID **Press Releases, Fact Sheets, Speeches**, etc...
3. Develop up-to-date **media lists**
4. Get to know development and foreign policy **reporters** and editorialists (not just in times of “crisis”)
5. Be familiar with **reach** of publications and electronic media
6. Determine media **targets**

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Developing Your Interview Message/Talking Points

- In two sentences or less – what is your main message about your orgs development programming?
- Now do the same for one program area (education, health, democracy promotion, etc.)

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Before the Interview...within your org

1. Develop messages/one or two sentence sound bite
2. Prepare fact sheets
3. Help familiarize Mission with media
4. Organize training sessions (within your org and invite USAID and other partners/implementers, etc..)
5. Help your org to understand what makes **NEWS!!**

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What makes news: If It Bleeds, It Leads

- Winners and losers
- Heroes and villains
- Criticism and controversy
- Trend or change
- New, unusual, different approach
- Controversy
- Crisis
- Scoops and exclusives
- Drama/human interest
- Insider stories



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Let's talk print media

International

- Who are the international journalists that cover this region?
- Is there an upcoming country or regional event?
- What international issues are “hot”?
- Will it have appeal to an editor?

Local

- What national issue/s are hot?
- Is this a newsworthy topic?
- Will it be of interest to his/her editors?
- Did this affect someone/some community locally?
- Is it timely?

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Print media

- Reporter/s do not write the headline
- Reporter/s are busy
- Reporter/s do not make decision about what story to go after
- Reporter/s are human beings too!



The New York Times

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Let's talk radio

- 10-15 second sound bite
- Stations often send young reporters without familiarity with topic
- Call-ins?
- Who else is being interviewed?

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Radio Tips

- Keep answers short – the sound bite
- Say something and then stop
- Breathe
- Use human stories (“when I met with Blanca last week at a school in San Salvador, we talked about her daughter’s education and....”)
- Be conversational

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Let's talk television

- 10-30 seconds if part of a news story
- What is the visual backdrop at the event or in the office?
- Has your Senior Executive been trained for TV appearances?
- Who else is being interviewed?

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TV Presentation Tips



- Be aware of the larger audience
- Frame your story with visuals
- Focus on the **SOUNDBITE!**
- Dress appropriately
- Practice responses out loud

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Types of interviews/quotes

- On the record: Everything you say can be reported verbatim and you are identified as the source
- Off the record: Material may not be published or broadcast (but reporter might try to get confirmation from another source)
- On background: The reporter can use the information but not name the source directly (“an official from the U.S. State Department”)

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Hooking and Focusing the Reporter

- *“There are three things your listeners should know about the Dominican Republic education project...”*
- *“There are a couple of ways to answer that question. First....”*
- *“That’s an excellent question”*
- *“The important thing to remember is..”*
- *“The real issue here is....”*

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Being Message Driven

- Know what your messages are – practice them out loud
- Be consistent in delivering them
- Assertively bring them into the interview
- Display the empathy that shows you mean the message that you deliver

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Bridging to your message points

Tool to get from a difficult question or line of conversation to the heart of your message

- *“But the point is...”*
- *“But the real question is...”*
- *“What is important is...”*
- *“We have to remember that...”*

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Do's – Before the Interview



- Be prepared by doing your research – know who is interviewing you
- Know the format
- Provide the interviewer with information
- Ask yourself what you DON'T want to be asked
- Be message driven (redundancy)
- Review what else is happening in the news that day

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Don'ts – Before the Interview

- Tell the reporter there are subjects you won't discuss
- Let your boss tell you that he/she doesn't need help and is prepared
- Set up an interview without knowing background about the journalist and/or context
- Set up an interview just because it has been requested

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Do's – During the Interview

- Be friendly and sincere
- Remember that you are talking to a wider audience – not just the journalist
- Avoid acronyms and “development” speak
- Speak about first person, real people who benefit from your development work
- Say so – if you don't have the information

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Don'ts – During the Interview

- Discuss issues that you are not authorized to discuss
- Reply with “no comment”
- Try to answer the question if you don't know the answer
- Assume that your audience knows as much about the topic as you do
- Answer hypothetical
- Express personal opinions



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Do's – After the Interview

- Record the interview for accuracy
- Follow up with any additional information or an e-mail
- Analyze the story after it is aired/published for accuracy and fairness
- Call the reporter after the story is aired/published
- Do a de-brief with your principal for improvements

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Do's - Media Analysis

- Where is the story placed?
- What is the tone of article, piece?
- Was it accurate?
- Does the headline capture “it”?
- Did the sound bite survive?
- Was the visual good?
- What could I do to improve it next time?

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Thank You

Any Questions?

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