



U.S. Department of Health
and Human Services
Administration for Children
and Families
Office of Family Assistance

www.fatherhood.gov

NRFC Technical Assistance Webinar



“Utilizing the NRFC Media Campaign and
Working with Your Local Media”

Moderator: Nigel Vann, NRFC Director of Training and Technical Assistance

Presenters:

Lisa Cullen, Campaign Director, The Ad Council

Allison Mantz, Assistant Campaign Manager, The Ad Council

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Webinar Transcription (provided by Global Crossing)

Operator: Ladies and gentlemen thank you for standing by and welcome to the National Responsible Fatherhood Clearinghouse Technical Assistance Webinar. During the presentation all participants will be in a listen-only mode. If at any time during the conference you need to reach an operator please press star 0.

As a reminder, this conference is being recorded Tuesday May 27, 2008. I will now like to turn the conference over to Mr. Nigel Vann, Director of Training and Technical Assistance. Please go ahead sir.

Nigel Vann: Well good afternoon everybody or good morning depending on where you are and I hope everybody had a good holiday weekend. I've got a couple of brief announcements just to share with you and then I'm going to pass it over to Jen McHenry to walk us through the logistics and then I'll come back and introduce our first presenters.

So I did just want to thank those of you who responded to my email last week where I was asking if any of you intended to go to any of the upcoming conferences and I will be in touch with anyone who plans to attend the (Dune) conference in Washington DC, the International Fatherhood Conference.

And do all feel free to get in touch with me at any time via the info@fatherhood.gov email, just indicate, "Attention: Nigel."

And also want to let you know that we will be holding a series of peer-to-peer roundtable sessions for you. You'll be getting more information on this over the coming weeks and months. The basic idea is that it would be an opportunity for one Program Manager and one Direct Service staff person to come together and spend time with your peers who are working on similar issues.

It's been my experience in previous demonstration projects that these kinds of interactions can be invaluable. So we're going to be looking to create regular opportunities like these for you.

The roundtables will be organized and staffed by the promoting Responsible Fatherhood TA team, which comes from macro international, the Center for Urban Fathers and the National Responsible Fatherhood Clearinghouse. Our goal is to get to know you all over the next few months through these roundtables, the OFA August conference and site visits.

We've already had a few site visits and we do plan to do more of those. So some of you will, I think today, be getting a Save the Date notice for the first roundtable session. This is going to be for priority area 3 and 4 grantees, the single activities grantees on the east coast only this time. And it would be the east coast grantees you're providing responsible parenting activities so there'll be about 19 grantees.

And that is going to be in Baltimore July 7-9, a half-day on the 7th and a half-day on the 9th. And we will announce future roundtables over the next week or two and we'll also remind you about this at the end of this Webinar; so we'll remind you about the August conference.

So with that if I can pass it back to Jen and she'll explain the logistics for us.

Jennifer McHenry: Thank you Nigel. I just want to go over with everyone quickly how they can ask questions and how they can take the presentation full screen. If you have a screen

that looks like this you can ask a question throughout the Webinar by typing in somewhere along this little line.

And all you have to do is hit the Ask button and we will respond to you. You'll get a standard message that says, you know, thank you for your question, it's been submitted to the Moderator. This serves two purposes, the first is to let you know that we've gotten your question and the second is to free up your line so to speak so you can ask a second question.

So if you're in the middle of the Ad Council's presentation you think to yourself, I'd like some clarification on this, please don't hesitate to ask it right away. And also if your screen looks like this and you'd like to take the presentation slides full screen you can hit the F5 button or you can circle – excuse me, you can hit this button in the circle, that'll also take your screen full screen.

Hit the F5 button the second time or again this button and it'll take it smaller so that you can ask a question.

If your screen looks more like this you can ask a question again throughout by typing in this box down here. And again please don't hesitate to ask a question throughout the presentations and we will get to all of your questions or as many of the questions as we possibly can at the end of all three excellent presentations.

Thanks. Nigel.

Nigel Vann:

Thank you very much Jen. So the topic for today's Webinar is Utilizing the National Responsible Fatherhood Clearinghouse Media Campaign and Working with Your Local Media. So we're going to start out with a joint presentation from the Ad Council about using the media campaign and all that's involved with that.

And then we're going to hear from a couple of local folk on things they've done with their media. So our first two presenters are going to go together and it's going to be Lisa Cullen who is the Campaign Director at the Ad Council and Allison Mantz who is the Assistant Campaign Manager at the Ad Council.

So between them they manage and coordinate the day to day campaign operations and sponsors and volunteer and advertising agencies. But they oversee the overall development of six campaigns. And prior to this Lisa was a Senior Communications Manager at the National Center for Missing and Exploited Children. In that capacity she oversaw two Ad Council campaigns on the topics of Internet Safety and Wireless Amber Alerts.

Prior to joining the Ad Council, Allison was an Analyst at the Corporate Executive Board where she oversaw membership accounts, internal databases and marketed to promote membership renewal.

So I'm looking forward to an excellent presentation here from Lisa and Allison and we'll turn it over to you guys now.

Allison Mantz: Great, thanks Nigel. This is Allison Mantz. Hello everyone, thank you so much for taking the time to join us on the call today. We are really excited about the Fatherhood campaign and the new materials that we have out. And we hope to provide some insight to all of you as to how to involve the campaign materials in your local communities.

If we'll go to the first slide, all right, there we go, sorry about that. Okay so first I want to go over the most recent Creative that was launched on April 3 of this year where we digitally distributed TV, radio and print ads. We are really excited about the new campaign and the new tag line, Take Time to be a Dad Today. We think that it sends a really strong message and positive message to fathers nationwide.

Also one thing to note is the call to action on all of the PSAs is www.fatherhood.gov, which provides an overview of the campaign and allows visitors to view the new PSAs.

All right the next slide. Here we have listed out the names of the new PSAs. So the new materials that are now available include two TV spots called Cheerleader and Super Soaker; five radio spots in English called Ballgame: Beans and Hotdogs, Sandwich: Getting Paid and Storm; three print ads called 6570 Days, Growing and

Rocket Ship; as well as four Spanish radio spots called Bicycle, Hero, Puppy and (unintelligible).

Now as I mentioned earlier you can find these materials at www.fatherhood.gov and www.adcouncil.org. On the fatherhood.gov Website if you go to the homepage and click on Media Materials, which can be found under the heading Topics and Tools, you will then be able to click on the PSAs, which are categorized by medium.

Similarly on the adcouncil.org homepage you click on Campaigns and then under Community you click on Fatherhood Involvement and on the right hand side of the page under Campaign Material you will see links that will take you to the new PSAs where you can listen to the radio, watch the TV ads and view images of the prints.

On this next slide we can show you to order the campaign materials. If you go to the Web site adcouncil.org again and click in the right-hand corner where it says PSA Central, this will then prompt you to register if you are a first-time user or log in if you already have an account. And here everything is available for download or ordering purposes all of which is free of charge.

If you, after you log in you can select Fatherhood Involvement from the drop down menu under Campaign and then you can select the medium that you want whether it's TV, radio or print. And then one thing to note is that the radio and Web banners can be downloaded from the site while all other materials will be shipped directly to you.

On this next slide is just to provide some different ways that you can use the materials locally. For example informing your local partners about the PSAs and promoting the PSAs at any local events or in speeches you may have. Also reaching out to influentials such as religious leaders, elected officials, school principals, community leaders and the media and others to notify them about the PSAs can be very effective.

And lastly inserting some information about our PSAs in your local newsletters can be effective and just will reach a broader audience.

So with that I will turn it over to Lisa who will go into more detail about local media outreach.

Lisa Cullen: Great, thanks Allison. Hi everyone, I'm Lisa Cullen as Nigel mentioned. Now we're going to move onto talking about local media outreach.

When talking about local media outreach I'm referring to how to assist our Fatherhood Involvement Ad Council campaign garnered, donated media in your area.

And, thanks, why should you guys outreach to local media outlets about our campaign? It enables you to build key relationships with your local media outlet. All you need to do is begin a dialogue with the local media, which enables you to not only educate them about the issue of Fatherhood Involvement but tells them why our campaign will be beneficial to their audience.

By doing this you can show dads in your community the critical role they play in their children's lives through our PSA campaign thereby increasing the number of people across the US that see the PSAs and visit fatherhood.gov for more information about how to be more involved fathers.

The goal of doing outreach through the media is to get the outlets to run these PSAs not just once but on an ongoing basis.

Why are you all critical to the success of this PSA campaign? Local media outlets like to put a local face on national issues like Fatherhood Involvement. You are the local experts; you are our arms and legs in communities nationwide. You can articulate why Fatherhood Involvement is such a critical issue to your community by telling the local stories.

You can provide local resources to your communities and local media. Many of you already have local media relationships that you can leverage to get donated media for this campaign. Your efforts will make a difference since most Ad Council campaigns generate most of their donated media on a local level.

How do you get started? Make a list of all the media outlets in your area. Since Fatherhood is such a broad target you could reach out to all the main outlets in your community. However it would be beneficial to do some research to see if they have any relevant programming targeting dads and parents such as sporting events, sports radio, talk radio, community channels etcetera.

Once again, sorry – follow what reports are covering in your community. Once again, if you already have relationships you should definitely leverage them. Look at news Web sites to see if they'd be willing to feature our PSA Web banners. And if possible schedule face-to-face meetings to talk about our PSA campaign and what local resources you can provide to your community. If this is not possible then send an email in lieu of an in person meeting.

Next slide. If you don't have relationships on the local level here's the best people to target at local media outlets. And always remember as you're reaching out that no one function or title describes a key decision maker. Start off by looking at your list of local media outlets and identifying a public service, community affairs or public affairs director.

These are the ones that receive all the PSAs, review them and try to schedule them in their line-ups. They're also the ones who are generally responsible for the community or public affairs programming. And then sometimes, especially in smaller media markets it's the General Manager who oversees all the operations including the running of the PSAs so you can always reach out to them as well.

Always remember in your quest to find the person who is responsible for PSAs don't be surprised if you get routed to more than one person. Sometimes it takes a few conversations to get the person who can assist you so have lots of patience.

When is the best time to reach out to media outlets? When we have new campaign materials. As Allison mentioned earlier the latest ones went out in April and we're hoping to have additional TV spots available this summer. Also if you're hosting or participating in any local events in your community you can use these events as conversation starters.

Also Father's Day or other family holidays are a great time to talk about our campaign. And finally if there's any new national or local research released use this research to reach out to your local media.

Be prepared. The number one thing you need to know about when talking to PSA Directors is to be prepared. It's a great idea to have talking points written down prior to the call so you can refer to them during your conversation. The more information you can provide about the campaign the more likely you will be – to keep their attention with the goal of wanting them to run our Fatherhood PSAs.

And what are some of these key points? You should start off by telling them the goals and the target of the PSAs. The main objective of this Fatherhood Involvement campaign is to inspire a new commitment to responsible fatherhood and the target is all adults with the focus on fathers and potential dads.

We worked with the campaign sponsor to develop a one-pager on the campaign and we can make it available to anyone who may need it.

Also if you have any local research or statistic, share them with this person. This shows them how our subject matter effects their viewers or listeners. Tell them the PSAs encourage fathers to visit fatherhood.gov to learn about how to become more involved fathers.

If you have any leave-behind materials including the campaign fact sheet I just discussed or brochures about Fatherhood Involvement, local research, provide them with a link to the campaign materials etcetera, anything that you can give to them that reminds them about this campaign.

And most importantly, make sure they know how to contact you if they have any additional questions about the campaign.

Closing the loop: stations may be more likely to run our PSAs if you send them a thank-you note. Additionally, if they do run our spots they'll let you know and then they like to be appreciated for giving us or our campaign donated media time and therefore a thank-you note is greatly appreciated.

If you do happen to get a follow-up call with questions about our PSA campaign or the PSAs in general you should respond as soon as possible. Follow up a week later after you spoke – had your initial conversation with the media outlet to inquire if they need any additional information. And you can also ask them at this time if they're going to run the PSA campaign. And always let them know that you're a resource for them.

Now moving on to public relations. Today we want to provide you with tips on how to harness the power of earned media to further promote the issue of fatherhood and your organization. Your objective is to seek out local news opportunities by monitoring local media for fatherhood-related or parenting in general articles or reports.

Also look for family-related events, news, research or new statistics, which can always be an impetus for pitching a local news story to the media.

Who should you target? Here are the titles of people that you need to contact, and they're different and different news mediums. For TV you're generally going to ask for the News Department or the Planning Desk. If they're interested in your story a Producer will call you back.

For radio generally it's the News Director and generally they'll ask for an advisory press release or pitch letter sent to their attention. For print it's always a good idea to identify the specific reporter that would be the best target for your story. And this is where doing some research is key to know who's been covering the topic of fatherhood recently.

Pitching your story. When talking to your reporter via phone as a local outreach it's important to be prepared. Know who you're talking to including what they have recently written about in regards to fatherhood or parenting issues. This is all information you can generally find on the media outlet's Web site.

Have a story to tell. What are you asking them to write about? Does it have a local angle? Is it an event? Where can their readers, viewers or listeners find more

information? If it's not an event-based story be prepared to give them local statistics, which will help leverage the need for them to cover our story.

Tell them that a local spokesperson is available. Give them a list of local resources available for their community. And always, most importantly, respect the reporter's time. Always start with, "Are you on deadline?" If they say they are ask them a better time to call them back. If not ask them if they have a couple minutes to talk to you.

We always find when you talk to a reporter who's on deadline they almost could care less about what you are asking them because they're too focused on, you know, the task at hand. So definitely respect their time.

And always make your conversations brief. You can always send them additional information via email or fax. If they do want you to email them ask them if they can receive attachments, if they can't you're going to have to put all of the information in the body of an email.

And most importantly be familiar with the reporter's beat, column or program. Know what they've – as I mentioned, know what they've written about recently so you can sound knowledgeable about what they report on.

Pitch letter: if you don't feel comfortable picking up the phone and talking to their reporter directly you can always email a reporter a pitch letter. This pitch letter is essentially a story idea that you hope the reporter will want to cover. In order to get their attention you need to put your story idea in the first paragraph or sentence. Make sure you always, again, cite local or relevant statistics; this makes the story more appealing to the reporter.

Explain how the story will benefit their audience. Provide them with a local spokesperson, again, this is a person who's either going to be on camera if you're doing a TV interview, on the radio or quoted in newspaper articles. Include local resources, which is very important for their audience, where can they find more information about Fatherhood Involvement.

And most importantly let them know how they can best contact you for additional information or to get in touch with your local spokesperson. All in all this pitch letter or email should be very short and sweet and to the point. Reporters won't read lengthy emails.

Letters from - other ideas for reaching out to reporters, if the Clearinghouse is issuing a national release on the topic of Fatherhood see if they can help you create a localized version of this release to send around to your media. This is often called a Swiss cheese release since many of the times all you need to do is literally fill in the blanks on the release with your local information.

Another idea is to write an op-ed. This is a piece that represents the opinion of an individual writer not affiliated with the actual news publication. Not all op-eds written to the paper get chosen. They need to be written in a very timely manner mostly following the big news of the day or the week.

And finally always let your local media know what experts or spokespeople you have available for them. It's good to have your local organization on their mind if they're putting together stories that are applicable to fatherhood or parenting.

Now I'm going to turn it over to Allison who will wrap up our presentation.

Allison Mantz: Okay great.

This last slide, let me go to that one, this last slide refers to localizing the campaign. We have begun the plans for the localization process where we would simply add the logo or logos of the local affiliates in specific markets to the end frame of the current creative.

This is a work in progress and we will definitely keep you posted when the new materials are ready and where you can find them. And that is it.

Lisa Cullen: That's it for us.

Nigel Vann: Well thank you very much Lisa and Allison. Before we move on to talking about the – more ideas for the local approach I would just like to say a couple more things about this, you know, it is important to understand at the moment we can't localize the ads for your current markets. We do hope to be able to do that down the road.

But for now people that see these ads in your community they will be able to respond these at Clearinghouse so if you are going to run local ads I would suggest that you inform us of that and then we can perhaps work out a way to prepare staff to receive those emails or calls. And then we can get them back to you.

I was just wondering, Allison and Lisa, if you could perhaps just take a minute, I don't know if people have seen the ads or not, you know, the ads are available online at the Clearinghouse Web site. But I was just wondering, Lisa and Allison, if you could perhaps just take a minute and describe one or two of the ads just so people have a sense of what's available?

Allison Mantz: Sure. For example, Cheerleader is one of our television ads. And this was shot out in LA. And we just think it's adorable. It is of a little girl and her father and they are both doing a cheer, they're practicing her cheerleading cheer in the front yard. And it's interesting though because at first you only see the dad and you see him doing all these crazy, silly motions and you have no idea what he's doing.

And there's this grandmother looking out her window and she sees him doing all these cheers and she's, you know, wondering what he's doing. And then all of a sudden, you know, the screen shot opens up to the little girl and he's practicing with her. And, you know, it ends with Take Time to be a Dad Today.

And so that's just an example of one of them. But it's easier if you can actually view it on adcouncil.org. But that's just an example of one of them. But they're all really great.

Nigel Vann: Great, thank you. And just one more question: I'm wondering what kind of lead time people would need if they wanted to get these in their local market before Father's Day. Is that still possible?

Allison Mantz: Lead time from an earned media or are you talking about PR?

Nigel Vann: I'm talking about trying to get some of these ads...

Allison Mantz: Sure. I mean I think it's not too – I mean I think if people start this week they might be able to. I think – we know that all the PSAs Director's received the new campaign materials electronically for radio and TV. So they have gotten them but it's always a great idea to remind reporters about the campaign and letting them know, you know, the first week in April you received a digital file of Cheerleader and Super Soaker and we would love your commitment to run it around Father's Day.

It's the only campaign we have at the Ad Council dealing with that subject matter obviously but it's a great idea to remind PSA Directors that they have this PSA and we would love them to air it around the Father's Day holiday.

Nigel Vann: Great, okay. That's very important.

Allison Mantz: But it's never too early to start the outreach.

Nigel Vann: Great, okay. Good. So, yeah, you know, for all of us that's something to bear in mind as we move to the next presentations, which are going to be talking more about accessing your local media because these PSAs are there, you know, the stations do have these so it's just a case of reminding them.

And I don't know if any of you have seen the ads online or if you've seen other ads that the Ad Council have done but I've seen and heard a number of these radio spots just when I've been driving around the country and it always really gets my attention. So it's a really good way just to stop people in their tracks a little bit and then have a follow up to that.

So with that I'd like to move to more of our local focus. And we're going to have two presenters: it's first going to be Ken Sanders who is Program Manager for the Center on Fathering in El Paso County – for the El Paso County Department of Human Services in Colorado Springs, Colorado.

And this program is essentially a sub-grantee of them Colorado Department of Human Services who have a grant for the Community Access grants. So Ken has been with this program for more than 10 years now and managing a comprehensive menu of services for fathers and their families. It includes a wide range of services.

He also manages a Senior Center that provides programs for seniors in the area. And he serves on a number of boards dealing with fatherhood and family issues. He's also been an integral member of Governor Romer's Task Force on Responsible Fatherhood. And he works closely with the Manager to assist Colorado communities in the formation of their own fatherhood programs.

So he's bringing a wealth of experience to this work. And he's been able to – quite a few features on his local media. The – if you had a chance to click on the link that we sent in the announcement email with the slides for this Webinar you'll have been able to see a TV feature that he and Maggie Spain, who's going to be our next speaker, were responsible for getting on their air but it was a really neat feature.

For those of you who didn't see it, it featured a single father and it was a several minute feature. But after the news program they actually had that father, Ken, and a couple of other staff I believe, in the studio to receive calls. And I believe they got over 50 calls coming in as a result of that.

So anyway I will turn it over to Ken and I'll let him tell you more about that. So, Ken, the floor is yours.

Ken Sanders: Thank you Nigel. Good day everyone. As Nigel mentioned my name is Ken Sanders. I am Program Director for the Center on Fathering here in Colorado Springs, Colorado. I'm delighted to be able to share with you how our program has built connections with the media to enhance a greater understanding of the role of fathers in the lives of their children and then subsequent to that, getting dads themselves involved by helping raise awareness that such a program exists.

Some of what I'm going to be talking about has already been discussed in a pretty marvelous manner by Lisa and Allison. But the ways that you can grow this relationship with your local media outlets can't be stressed enough. And so I will ask

for your indulgence in advance if some of what I say has been talked about. But I think it's just that important.

Okay. I'm trying to get to my next slide, excuse me. There we go, all right. Starting a little bit, about the Center itself. The Center on Fathering officially opened back in June of 1995. The genesis of the Center was a belief if our Director of Human Services at the time that we weren't doing as a good job in connecting with fathers as our agency was doing for moms.

Our research indicated that there weren't many services that targeted the needs of dads. And our program provides that wide range of services. But each of those services is also targeted to the individual needs of the dads we see.

The services can range from resource information to classes to supportive services such as mentoring or support groups. All of our services have been built on a concept that dads want to be dads and in fact they have some inherent skills that they bring to the table.

When you begin to look at – so where do I start? I'm a new program. I'm trying to engage not only dads but media in the community; I'm trying to get out there and help people understand that we do exist.

As we began our program the first thing we were aware of was that very few people were aware of us. So our first priority was to make people aware of the fact that we existed. As others more versed in media and community awareness will tell you, this is not a one-shot affair. So the bottom line for us in our early stages of existence was to get the word out about the Center of Fathering.

We found that the folks in the media were more interested in a specific event so we began – as we began new classes we would put out a press release on that. We were fortunate in that because we're part of the Department of Human Services we do have a media person within our department who can help assist with the formation of those types of PSAs or announcements of new events that we're starting.



We also found that participating in community events such as fairs gave us exposure that would result in follow-up calls from the press or a TV reporter who was interested in knowing more about us. Of course that one time of the year when fathers are honored, as was mentioned earlier, you know, Father's Day, that always helps. I mean, you know, the press, the media are always looking for a story particularly if you can provide a human-interest story.

I will relate a great example of that in just a few minutes. Finally, you have to have a core of individuals who are committed to your program. People who can speak to how they've been affected by your program and that would be your core group of dads.

So who is that core? Well of course, as I mentioned, I think I believe you'll find that the vast majority of people who make up your core group are going to be dads who've participated in the services that you offer. This also provided our program with what the media referred to as Real Dads.

When I first got asked to bring along a Real Dad to a radio call-in or a television interview I would scratch my head and say that, you know, I'm a real dad. Then I realized that what they meant was they wanted to talk to or have a father speak to what he had done, how he had been affected by the services that he had received through our program. And so – somebody – he could speak to that impact of those services on his life.

We also found that asking dads what they liked and got the most from, especially in the early days of our existence, helped us -- excuse me -- subsequently better market our program to the community at large. We were also fortunate to have an advisory board made up of participating dads and leaders from the community. It was that ladder in this group that helped open doors to us -- for us to a variety of media outlets.

When it comes to getting your message out, again this has been mentioned but, I mean, you can have the best widget in the world but if people don't feel that you believe it when they hear it then they're not likely to want that for themselves. So this

is a quality that I think many people have but they may often have trouble expressing that.

My best advice here would be show people how excited you are about what you're doing and the impact that what you're doing will have on others. My experience has also been that the media loves facts and statistics. Find out about your community; what are the statistics locally regarding dads? Have a few of those statistics that you can readily draw upon.

It's also important to make what you have to say relevant to what might be going on at any given moment. For instance, if a report on school achievement or teen pregnancy has been issued by an organization in your community make contact with that organization of course and with the media to let them know about the correlation to father involvement.

And most importantly make the connection to the value of father involvement for your own community.

As our program began we found that it was easier to get articles written by neighborhood papers, these would be papers written for a specific part of your community. We have papers here in Colorado Springs that are written for the west side of town or the north side, you know, these are more localized kinds of newspapers.

This harkens back to what I had mentioned in the previous slide about making connection with the community. I also found that reporters and editors of the local, in our case, the metro section of our main newspaper were the ones who would be most likely to take an interest in what our Center was doing.

Radio stations of course have community service advertisements. And if you have an event happening soon, and the emphasis there is soon, because they want it to be very timely, this is an easy way to get the word out about your activity. It also then raises awareness with the radio station as a whole.

This was how I was able to gain entrée to radio shows that had a call-in focus. From there I was able to connect with television shows that also had that same focal point. A couple of our local stations do a morning and noon live interview segment and they were happy to have me on providing that I could, again, bring my real dads with me.

I also found that Chamber of Commerce was a good place to make connections for a couple of reasons, one, they also publish a newspaper that's geared to local businesses and a number of their members have connections to the media. So here's where you can spread your net out and gather in more of those contacts. And it also can help you discuss with those folks who are interested the economic element of fatherhood.

As Nigel had mentioned, starting out we had a number of different successes. Very early on we had some success with media on cable access programs. Those are the ones that are focused on community improvement projects. I was able to appear along with several of our participant fathers on those shows.

In prepping for those shows it was important to discuss with the participant fathers the focus of the show and what they could do to best impart what the Center on Fathering meant, in other words, talk about your own experience. This was also true for the television call-in shows.

On radio call-in programs the most important thing I learned was having a variety of statistics that I could reference as there always seemed to be someone who would call in with those numbers – where those numbers – having those numbers would be a good thing to reply to.

In our most television call-in, as Nigel had mentioned, we did in fact field over 50 calls just on the subject of single fathers. I was asked by a local newspaper movie reviewer to accompany him to the premiere of a movie, which was called Big Daddy starring Adam Sandler. So that was kind of an offshoot of, you know, it didn't necessarily deal with anything going on locally in the community but it was a way for us to make that – get that outreach, get that connection and tie it into a movie premiere.

We've had a number of newspaper articles written about the Center. One that most notably comes to mind for me is one about a dad who was a business owner but his focus was on the greater importance of being a dad and the role that the Center on Fathering had in helping him.

We've just been contacted as a result of a national award that our program received, to be interviewed again by our communities' papers. So it – their interest was not necessarily on the aware but it queued for them what our program is doing and he said, hey, you know, tell me more; I want to know more about what you're doing. So he has arranged to come in and do an interview and he also wants to set it on one of our classes to talk about – to hear about what we're doing here locally at our program.

As you proceed in your growth consider connecting with say a local celebrity or a politician who will have a personal stake in your success. Obviously the more success you have the more these individuals will feel the desire to want to further that success. In our case we were able to, as a result of being on television and the radio, form some connections with those local celebrities who would be more likely to want to have us back on down the road as it were, you know, if we had other kinds of things that were going on with respect to our program and our services.

And the more success you have the more these individuals are going to feel that desire to further your success.

Forming alliances with organizations such as the local health department or your early head start program will also help as issues with mutual interest arise that can be conducive to media coverage. If the media can connect more than one topic together I think they're more likely to say to you, yes, that's of interest to us and we would certainly be interested in talking to you further and even having you come on our program.

And perhaps most importantly, the last thing I would share with you is from my own experience is hang in there. In the early stages it was an uphill climb to convince various media outlets that fathering was a topic worthy of airtime.

And I have to confess, you know, if you're not really out there constantly that is still an issue. You know, you have to – you get new reporters coming in and you always have to educate them on what fatherhood is about, why it matters to our children, to our community. So always be involved in doing that educational process.

The other thing I would share with you is, you know, follow up with any and all media contacts first of all to ensure that they have all the information they need to do a report or to write an article. And secondly, again as was mentioned earlier, to thank them for the coverage that you do receive. They want to know that they've been appreciated and if you do that chances are you're going to get contacted by them down the road again.

One other thing that I just thought about – I would add is be flexible. I've had numerous occasions where an interview was scheduled only to have it delayed or reschedule due to other breaking news or media priorities. So if they say they want to come in and interview you on a certain date that's great but be prepared that something else might come up and you may have to, you know, delay that or reschedule that. So be as flexible as possible and they'll appreciate that as well.

So again thank you for your time today. And I'll be certainly standing by for any questions you may have.

Nigel Vann: Well thank you very much Ken. It's a lot of great information there and I think we've got some topics there that we'll try and follow up on a bit if we have time at the end.

Ken Sanders: Okay.

Nigel Vann: You know, one of my general thoughts there as you were talking was that a lot of this information really relates beyond just media outreach but to the outreach that everyone is trying to do in the community to spread the word about the program to get more community partners to serve people to you and just generally to feel what you're doing so you get more in.

And that does take time and it just takes patience. So I think Ken gave you a lot of information there that you can use in a number of realms, you know, not just in terms of the media.

So let's move to our final presenter and this is going to be Maggie Spain who is the Account Manager for the Bawmann Group a public and relations and marketing company in Denver, Colorado.

Maggie is responsible for the PR and advertising activities for various health care companies and social marketing campaigns. She is the Account Manager for the Colorado Promoting Responsible Fatherhood Initiative, which is a statewide campaign designed to improve paternal relationships. And this is the Community Access grantee for the state of Colorado.

Maggie oversees all the public awareness components of this campaign including media relations, Web site content, strategic communication plans, newsletter copywriting and the development of marketing and collateral pieces.

Also, as you would have seen on the announcement for this, There for your Kids public awareness campaign launched in Colorado in October of last year, has already received more than \$90,000 worth of advertising, it's reached more than 5 million Coloradoans through editorial coverage and received more than 800,000 hits on its Web site. So they're obviously doing something right.

I did talk with (Rich Patton) prior to this who is the Director of the Colorado Community Access grant and he mentioned Maggie in quite glowing terms as having helped to get this word out around the state. (Rich), himself I believe, has a, I think it's a monthly article that goes out in various papers around the state and I believe Maggie has been influential in that.

So with that we'll hand it over to Maggie to give us a few more tips here for how we can approach our local media.

Maggie Spain: Well thank you very much, Nigel, for that wonderful introduction. And thank you all for listening to me today. I'm going to get started and most of my presentation, as Nigel

mentioned, is focused on media relations. And both Lisa and Allison and also Ken have already touched on a lot of this information so I'll try to just add as much as I can.

On the first slide here, just a little bit of overview on media relations. And when people say public relations they often mean media relations. And this is called free media because you don't pay for it. It's the stuff between the ads on TV, radio and in magazines and newspapers.

Many people view the press very favorably. In fact through a lot of our outreach we found that people believe that media coverage is more credible than advertising because you don't pay for it.

And here are just a few statistics about how people view the press: 72% of people typically express a favorable opinion of the daily newspaper that they are most familiar with; 73% of people expressed a favorable opinion of their local news and 68% of people have expressed a favorable opinion of the network news.

Now I'm sure many of you are wondering if you haven't done a lot of work with the media in the past what makes the news. And as Lisa and Allison have mentioned earlier the news media is constantly looking for new and interesting things to cover. You know, there's a lot, especially in the Colorado market and additional newscasts are popping up all the time and they have time and they want things to cover.

However the perception of what is and what makes news varies between reporters, editors and news outlets.

Typically news is anything that interests or effects people. And the more people who are effected the more news worthy it is and the longer you will see a story have sustained news coverage. Conflict, unfortunately this cliché, if it bleeds it leads, is very true. I'm sure many of you when you watch your local news programming, especially television, you'll see in the first 10 minutes coverage is typically focused on shootings, robberies, that sort of thing.

Human interest is incredibly important. Stories that tug on the heart strings, which I'm sure that many of you in your work with your local fathers see that happen all the time.

Proximity, events that are occurring close to home; a program that's occurring close to home is very key to generating news coverage. Novelty, is it new, is it different. That's something that we've seen a lot here in Colorado in that the programs that we're working with have not received a lot of coverage before and many reporters are interested in learning what's new for fathers and their children.

This next section here discusses 10 questions for determining news value. Would you tell a neighbor, friend or colleague what's new, what's different, why should people in the news media care? That's something that we hear in Colorado over and over again, why should you care? How many different people is this going to effect and what sort of difference is a fatherhood program making in our local community?

Are there visuals, sound and sources? Visuals and sounds are absolutely key for a television news story. If you don't have someone who can be participating in an activity or someone who is able to talk to a reporter you can't have that television news story.

Obviously sound is critical for a radio story. And sources, sources are key for a television, radio and print story. Oftentimes reporters like to talk with two or three different people associated with a story so that they can get all of their facts straight.

The what's in it for me principle is often key. What's in it for the reader, the viewer and the listener? How easy would it be to make a story happen? Unfortunately the media can be very lazy. And reporters and cameramen don't often like to travel a great distance. So if you can make an event or story happen close to them that is wonderful.

The next slide here, some additional questions: Is the story part of a broader trend? Which I think is definitely something that all of you can capitalize on because of the work that's being done with the Ad Council and with the National Responsible

Fatherhood Clearinghouse across the country. This is obviously a trend to improve paternal involvement in the lives of their children.

Does this story have a person to put a face on it? And I know both Lisa and Allison and also Ken had discussed this. A real dad is absolutely critical for generating a larger feature story.

Can you provide context to the situation? Is it dramatic, compelling and credible? Credible is key. Statistics that you can provide a reporter about father involvement and/or the lack thereof of the lives of a child is a wonderful addition to your story.

And finally, is it controversial or confusing?

This next slide here is now news is released to the media. And I know this has been touched upon a little bit so I'll work through this quickly. Many times it's as simple as a call to a reporter. In addition to making a phone call you can provide a reporter or a metro news desk with a news release, calendar announcement, news brief or news advisory.

And a news release is very similar to the pitch letter that Lisa and Allison touched upon earlier. And a news release can be a one to two page document that explains a story in detail. Reporters do like to see a quote and also statistics in there.

Many times smaller community newspapers in rural areas will publish the release verbatim; they won't change it. However they won't often tell you that they're going to be publishing it so be on the look out if you don't hear anything.

Larger publications and broadcast stations use the release as a springboard to develop a more in depth story that will have interviews and also several different sources.

A news brief is a one to two paragraph announcement, which is distributed to the media to announce awards, appointments, additional funding sources, new employees and new programs. We've done this several times this past year for the Be There for your Kids public awareness campaign. And we've used a news brief to



announce additional funding to Community Access programs as well as new employees that have been hired.

A calendar announcement is distributed to publicize events such as seminars and community events that are going to be occurring soon in your local community. If you're going to do the calendar announcement you need to send it out to your local media three to four weeks before an event that will give them enough time to publicize it and also gives people enough time to register for the event if they need to do so.

A news advisory is sent out to the media to inform them about an event, encourage them to attend it to cover for their publication. My advice to you if you want to do a news advisory that's announcing an event, send it out to your local media one to two days ahead of time. As soon as you send it out I would also follow up with a phone call within two to three hours of sending out that first news advisory to make sure that that outlet has received it.

Then the day of your event call the television broadcast stations and the larger print publications that morning typically before 9am. I know specifically in Colorado the broadcast television stations have their morning meeting at 9am every day where they discuss what they're going to cover that day. So if you can get in touch with them and remind them of that event it's fresh at the top of their minds as they go into that morning meeting to discuss the event.

A letter to the editor, which was already discussed earlier today, is similar to an op-ed piece, which is released to the editorial pages of a publication as a way to share an opinion on a topic of public interest. You can use these pieces as follow ups to articles that may have already run in your local paper and really that is a way to bring attention back to what you're doing in your local community.

Call-ins, and I know Ken has also mentioned this and he participated recently in a call-in we did on the NBC affiliate in Colorado Springs for single dads. And call-ins are typically scheduled during a two-hour period on a local television station. Four to six volunteers answer phone calls from interested viewers and they can direct them to appropriate services.

And what's wonderful about call-ins is that often the television station or radio station will promote the call-in on air leading up to the day, during the call-in and oftentimes they will also schedule interviews with volunteers or run a story about a local program during the call-in.

Community columns, which Nigel mentioned earlier, is something that we do with (Rich Batten) every month. Similar to a news release community columns are sent to smaller community papers on a monthly basis. They are often printed verbatim. These smaller community papers are always looking for relevant topics to their local community because they have space to fill.

Topics can typically focus on easy activities for fathers and kids to do with their children, advice for fathers. This last month in May in Colorado specifically we did a column on online safety tips for fathers and their children. And this next month, of course, we'll be talking about Father's Day and the work that's being done throughout Colorado.

Several other mediums to consider as you're trying to get the word out about your programs are community television stations is one. Funded by city governments these stations will often put their commercials in their PSA reel and run them for free. They are always looking for additional information to include on their television stations and we found that they run commercials up to 8 to 10 times a day.

Another thing that we are working with right now are locally owned movie theaters and requesting that they run our commercials, the Be There for your Kids commercials before their previews.

YourHub, I'm not sure how many of you are familiar with this online resource. But YourHub is an online news resource for local communities in certain states across the country, Colorado specifically, also California, Florida, New York, Pennsylvania, Tennessee, Oklahoma and Texas. And the exact Web site address for your Hub is yourhub.com and when you go to yourhub.com you can create your own username and profile and then post news stories and calendar announcements about your local program for free on the Web site.

And YourHub is associated with many local papers and they also print a weekly edition. Specifically in Denver this edition is published in the Rocky Mountain News and Denver Post, which are the two largest newspapers in the state. And each week the editors at YourHub go through the online postings and select stories that would be beneficial to be included in the printed edition.

So each time you post a story or a calendar announcement on YourHub there is a chance that it will be printed in the weekly newspaper.

Other ideas: community partnership, which is something that we've done a lot in Colorado. Research local events, sports teams, community festivals and see if you can hand out materials to reach your fathers at these events. We've developed a partnership here in Colorado with Kroenke Sports who owns the Denver Nuggets and Colorado Avalanche and we've been lucky enough to be able to come to certain games and hand out materials to fathers about our programs.

You can also contact local restaurants and retail stores about establishing a Fatherhood Night or reduced offers for dads and in turn also see if they would be willing to let you hand out information about your programs during these nights.

Coming back to media relations just to wrap things up a little bit here, when you're doing an interview, if you're lucky enough to schedule one with a local reporter, develop a message platform and as Lisa and Allison have said, learn about the reporter or producer that you are going to be work with. Know what stories they have covered in the past.

Understand the reporter's needs. Know the angle for the story. And as everyone has said thus far, look at the relationship with the reporter as long-term. If you have a great story in the first go around they will often come back to you as an expert in the topic of fatherhood and will also be more willing to listen to you in the future when you contact them with a story pitch.

Know the reporters deadline for a story. As Ken said, being flexible is very important. Oftentimes you may get a phone call from a member of the media that morning and

they want this story to run at 5 o'clock pm the same night. So be flexible and be willing to meet the reporter's deadline otherwise you may miss out on the chance to be a part of that story.

Understand your audience. Rehearse; line up testimonials if you need them.

During the interview please remember that nothing is off the record. Never, ever, ever say "off the record" to a reporter. Be brief, concise and honest. Oftentimes, especially if you're doing a broadcast interview, your interview could be edited down to a 15, 20-second sound bite. Get your message across as clearly as you can.

Keep it short and simple. Highlight your expertise or service as many times as you can during the interview. Speak in terms your audience can understand. Use analogies and provide context, facts and perspective; just another opportunity to bring up different statistics to explain your points.

When you're also doing an interview please find words other than No Comment. If you say no comment to a reporter they're ears will often perk up and they'll think that you are hiding something and will look to find that out. Explain why you can't talk about something.

Emphasize your key messages at every opportunity during the interview. Please be sure to share your Web address or your phone number any time you do an interview because that call to action is absolutely critical to inform interested viewers or readers about your program. Always stay calm and avoid speculation throughout the interview.

A couple of different on-camera interview tips if you are able to schedule a story. Dress in appropriate manner; avoid white or busy clothing, those do not blend in well against a camera. Do not look at the camera, look at your interviewer at all times. If possible don't wear tinted or reflective glasses. Use natural facial expressions. Always use appropriate body language. And avoid nodding while the interview speaks.

If you're also sitting in a chair during the interview try very hard to not rock back and forth, it's very distracting on camera.

After the interview thank your reporter, producer and photographer. Also it's critical that you notify your internal audience before the story airs, you don't want to have a wonderful story at 10pm and the next morning nobody in your office knew that the story was going to air.

Follow up with the reporter if necessary. Follow up, you know, often includes a thank-you.

Reassess, reflect and hone your messages for any additional media interviews you schedule in the future.

And that's it for me. Thank you very much for your time and attention and I hope this was beneficial.

Nigel Vann: Well thank you Maggie. Yeah, I'm sure that was very beneficial, I learned a lot there. And I do have a few questions here and so I'd like to just do that and then I'll go to Jen in a bit to take us through the survey and then I have some final announcements.

If I could go back just to Lisa and Allison from the Ad Council. I'm just wondering, Lisa and Allison, if you could perhaps walk people through what they might do again if they want to get these PSAs on their local TV or radio. Just sort of a few key things that they might say just to remind the PSA manager that they have these, you know, what would they need just to tell them what they're talking about?

Lisa Cullen: Sure. This is Lisa. I mean the most important thing is identifying the time period of which they would have received the PSAs. And as Allison mentioned, the PSAs were distributed the first week in April of 2008; and as Allison said it was April 3.

Remind them of what the PSAs are; if it's the TV outlet tell them to look for PSAs called Cheerleader or Super Soaker. And then the bottom line is if they say they don't have it then definitely let them know – let us know and we can certainly if they're interested, get them what they need.

So I guess it's just giving them a heads up that these new PSAs are out there, that we'd love for them to help us run them. And if they can't seem to find them, which is a lot of the case because they do get lots of them, let us know and we'd be happy to help you guys get them the PSAs they need.

Nigel Vann: Okay, great. Thank you. And, you know, just in general as you follow up on some of these ideas if you do have questions then feel free to send that to us at the Clearinghouse, which again is info@fatherhood.gov and we can direct any of these inquiries to the presenters as appropriate. I can just imagine that as you try to get into some of this sheet you are going to have more detailed questions.

You know in listening to Maggie in particular, but also Ken there, it really took me back to a story that I was involved in back in the early 90s. We actually had a piece on NPR – National Public Radio that featured a number of programs I was working with at the time.

And they zeroed in on one particular program and it was a very nice piece on NPR, it was about 15 minutes long. And they had talked to quite a few fathers and staff at a number of the programs. But what happened in that story on the radio was that the main story they told was about one particular father who had had children by five or six different mothers. And, you know, that was not reflective of what the program itself was.

So I'm wondering, you know, if any of the presenters would like to take this on just in terms of how, you know, how as a program if I want to – if the media are coming in to tell a story about my program and I know you've already said some of these things but just to sort of – to try and capture some of those key points. How do we avoid that happening? How do we avoid that sort of sensation story coming out and make sure they get the key message that we want them to get?

Maggie Spain: Well, and this is Maggie Spain talking, I guess I can jump in. The first thing I would suggest that you do is if a reporter is looking to talk to a father you can choose which dad you want them to talk to. So I would recommend that you sit down with many of

the dads who have accessed your program and who have great stories to tell. And sit with them 15, 20 minutes and talk about what the reporter is looking for.

And I really think if you can explain to them and understand the message that you're trying to get across they'd be a much better interviewee after the rehearsal.

Nigel Vann: Yeah, I think that's an excellent recommend, Maggie, yeah. You got anything else – anybody else?

Ken Sanders: Well, yeah, this is Ken Sanders. I've had that happen on several occasions and I guess there – perhaps there's no amount of preparation that's going to help you with that out of the – out of left field kind of question other than just be prepared for that and have your facts in order and know where you want to go, you know, even though the reporter has got an agenda and they may throw in some question that you're not prepared for necessarily, know where you want to go with it and get it redirected back.

And I guess you see that a lot with politicians, you know, when they're asked a question they never seem to answer the question, they reframe it in such a way to continue to say what it is they want to get said. And I think that's – it doesn't always work but that's been my experience is that it does tend to work so long as you've got your facts and figures and your own passion in order, so to speak. And it's the easiest way to help deflect that blow so to speak.

Nigel Vann: Okay.

Lisa Cullen: And this is Lisa Cullen at the Ad Council. I would also add if the interview isn't live see – and you have a dad doing the interview, see if you can sit on the phone with them or be in the room with them when they're doing the interview. If something happens you can always do follow-up with the reporter.

Nigel Vann: Great, great. Okay, good advice, yeah. You know, I really liked what Maggie said in her presentation about make sure you have a message platform and remember that nothing is off the record so you do have to be careful what you're going to say.

You know, and I think Ken's advice to have a fact sheet to hand out is invaluable as well. If you can give reporters information in writing it's clearer because I'm sure any of you who've been involved in any way in a story that's been in the local newspaper or any media probably noticed that something's wrong, you know, a name is spelled wrong or there's a fact that's not presented totally correctly. So I think the more you can give people things in writing then you can avoid some of that.

I would like to ask Ken a follow-up question though. Ken, it's hard to hear you, I don't know, are you speaking on your speakerphone?

Ken Sanders: No actually I am on my own phone and I apologize...

Nigel Vann: You're sort of fading in and out. I guess if you could just sort of talk loudly to us.

Ken Sanders: I will pay close attention to the speaker.

Nigel Vann: Okay. I am really interested in the fact sheets that you mentioned, you know, to have a fact sheet available and keep it up to date so you can hand that out to reporters.

Could you just talk a little bit about where you get the facts from, how you keep it up to date in terms of national and local information?

Ken Sanders: You bet. As far as national information of course, you know, the National Fatherhood Initiative, the Department of Health and Human Services Web site that deal with fatherhood issues. Those are two good Web sites to go to, to get current information.

We're probably – we go in at least twice a year with a fact sheet that we keep just to make sure that the statistics that we're quoting regarding fatherhood on a national level are current.

At the local level we go through the State of Colorado's health department publishes a kind of a – and Maggie might know the better term for that, I'm losing the name of that right now. But there is a book that they publish every year that gives current statistics related to families and children. And so in getting those statistics that's where we go for those as well.

The one thing I would mention is that, with respect to some of the statistics and citations, I try to reframe some of what we've heard for years about the issue of fatherless-ness and reframe that into the benefits of fathering where people are going to hear, you know, we already hear enough about, you know, dads that walk away from their families or deadbeat dads, that type of terminology.

And I try to reframe it for people that I'm talking to about what are the benefits of having dad involved and how can we as a community enhance that and support that.

Maggie Spain: And to tack on that with what Ken just said is we do that as well as part of a larger state initiative. And we really try to use positive statistics as opposed to negative statistics. You know, something that we use all the time is information about how children with involved, loving fathers are more likely to do well in school, not engage in truancy or drug use than children who do not have involved and loving fathers.

So I think the more positive you can sort of swing the statistics towards the better off you are with the overall tone of the story.

Nigel Vann: Yeah I think that's great advice. You know, and I think that goes beyond the gain just the media campaign. I think all the work that we do with dads we can phrase things in a positive manner and see the best in all dads, you know, that's the way you get guys involved in your program; that's the way you get guys excited; that's the way you help guys be the best dad they can be.

I think the only way that sort of really changes and this is something I've – myself more recently because I've been doing a little bit of work with batterers and you have to look at them in a slightly different light.

But aside from that I think the majority of the folks we're working with through these grants, all we can positive, not use terms like deadbeat dads, you know, and things like that and use the word non-residential father if they're not in the home with the kids rather than non-custodial, which, you know, does not sound as positive. So I think that kind of general theme is an excellent way to go.

Let me, one more question here. I'm very intrigued by what you're doing in Colorado with the regular newsletters that are going out in the various newspapers and I know other people do that nationally and locally. And I, you know, I certainly was interested in that. The last newsletter that went out in Colorado was dealing with online safety for children because that's obviously a topic to grab a father's attention and make him look at that.

And I noticed just yesterday the weekly email that goes out, National Fatherhood Initiative, had a piece about helping children – talking to your children about what Memorial Day is so we have a holiday weekend here but what's it for, you know, so just opportunities to talk to your kids and to be looking for that.

I'm just wondering if any of you have ideas for topics that people could think about just to put into a newsletter, it could be a newsletter that - is a print brochure or it could be an email to your participants, you know, it could go to – as a local news – feature in your local newspaper, it could be something you send out to your community partners.

Whatever that is, what are some topics that you can think of that people might look at for that?

Maggie Spain: Well what we've done in Colorado, Nigel, specifically is we've developed an editorial calendar for the entire year so we have a different topic for each month. Specifically in August, as it is back to school, that column is focused on tips for dads as they help their children with their homework, working with them on that.

Another option around Christmas time is free or low-cost activities that dads can do with their children as they're bombarded with ads for expensive presents and other things. Talking about how a father's time spent with his children is obviously more valuable than an expensive present.

Talking specifically about different sort of community promotions that you're doing is another great topic. Father's Day, obviously is key as many have mentioned.

And then just looking at timely events that are occurring, different issues that are facing children today, facing fathers. Another topic that we did in April was National Child Abuse Prevention Month and resources that are available to prevent child abuse, which is obviously a little more of a heavy hitting topic but something that was timely.

Nigel Vann: Anybody else got any good ideas? That's a wealth of information, Maggie, thanks.

Ken Sanders: I would say, you know, when we've done, you know, newsletters and things that – trying to get information out to the community, at times it's good to focus on specific topics such as child development. And I think we could tie that into the child abuse prevention campaign.

Last year we did an article for the health department newsletter that talked about, you know, we hear enough about – we hear a lot obviously and rightfully so about child abuse, but what about healthy child development? And so I was able to write an article connecting the involvement of fathers with healthy child development.

And so topics on that, topics on play, you know, how to help dads and everybody else for that matter, understand how important play is to children and the role that fathers have in encouraging that, so.

Nigel Vann: Great, thanks. How about Lisa and Allison, any ideas on that?

Lisa Cullen: No, I mean I think – this is Lisa Cullen. I think Maggie and Ken definitely covered it all. I mean from our point of view any holidays like Father's Day coming up would be a great time to let, you know, your group – people know about the PSA campaign. But I think they covered it subject-matter wise in regards to other topics for newsletters.

Nigel Vann: Okay, thanks. I'll just ask each of you very briefly if you have any final sort of short thoughts, sort of a final nugget of wisdom that you may have come up while we've been talking. I'll just throw one in and give you a minute to think.

But, and somebody said this I think, but it's the idea that you as a grantee become a local resource for fatherhood issues so the local media, when it is Father's Day, if they want to run an issue on fathers or if that at any time in the year they know that you're the go to person for fathers so they'll come to you. And that gives you more publicity around your program.

Anybody else? Any sort of final nuggets of wisdom to leave us with?

Maggie Spain: I just want to say don't give up especially when you're working with your local media. If they don't respond to your first story pitch keep trying, keep trying to develop that relationship; it takes time and it's a relationship that can last for years.

Ken Sanders: Nigel, this is Ken. I would add to that that, you know, if you are a grantee it means that your program was deemed worthy enough to be given money to serve dads and families and that's the piece that the media needs to hear as well. You know, the fact that you're the community subject matter expert on fatherhood, you have a lot to offer and obviously someone at a state and national level felt the same way about your programs. So get that word out to the media too.

Nigel Vann: That's a great point Ken, thank you.

Lisa Cullen: And this is Lisa. I would just, you know, reiterate that as local grantees you are our arms and legs in the community. You can help, you know, from a national perspective, you can help us get not only attention for what you guys are doing in the local level but you're the ones who can help us really promote our PSA campaign because you're, you know, locally you're the ones who are in communities, so.

Nigel Vann: Wonderful, thank you, thank you. Okay, if I could just pass this to Jen just to take us through the survey and then I'll come back and I just have a few comments about the upcoming roundtable and the conference and our next Webinar. So Jen can you take us through the survey?

Jennifer McHenry: Absolutely. Thanks, Nigel. We're just going to ask you guys four quick questions to let us know how we're doing providing these Webinars.

So here's the first one, it's I increased my knowledge on Working with the Media. Please click to the left of Strongly Agree, Agree, Unsure, Disagree or Strongly Disagree. And it's I increased my knowledge on Working with the Media. Give you about five or six more seconds.

Okay let's move on to question number 2, which is: I increased my knowledge on how to utilize the NRSB's existing media campaign to benefit my program. And again the choices are Strongly Agree, Agree, Unsure, Disagree and Strongly Disagree. And as always there's a No Vote down at the bottom.

Again, I increased my knowledge on how to utilize the National Responsible Fatherhood Clearinghouse's existing media campaign to benefit my program. About five more seconds to answer this one as well.

Okay question number 3. I feel more comfortable approaching the media with stories and information regarding my program; same choices here, Strongly Agree, Agree, Unsure, Disagree and Strongly Disagree.

That is: I feel more comfortable approaching the media with stories and information regarding my program. Just a few more seconds.

Okay and we'll move on to the very last question. The advice and suggestions on working with the media were helpful to me. And these choices: Very Helpful, Helpful, Unsure, Of Little Help, No Help at All.

That's the advice and suggestions on working with the media were helpful to me. Five more seconds.

Okay. Thank you very much and I'll now turn this back over to Nigel for some closing comments.

Nigel Vann:

Thank you very much, Jen. So as you see on the screen here, this is just a reminder of how to get in touch with us at the Clearinghouse. So just email any questions, suggestions, comments to info@fatherhood.gov. And again if you have a specific question for me or if you intend to come to one of the upcoming fatherhood

conferences you can just put in the subject line, Attention: Nigel and that'll help get it to me sooner or you can call the 1-877-DAD-411 number.

We have the next screen, Jen. So I just want to remind you again about our plans for these peer-to-peer roundtables. The first one is going to be held July 7-9. It'll start in the afternoon of July the 7th probably about 2:30 to allow people plenty of travel time to get there. Again this is just for east coast grantees in priority areas 3 and 4 with a focus on the allowable activity of responsible parenting.

And so that is 19 grantees who will be invited to come with two staff. It'll be a Program Manager person and one direct services person. And then we will be repeating these kind of things so that everybody gets to come to one by October.

We hope to do the next roundtable probably the week after this in July. We're still (unintelligible) and it will probably be for priority areas 1 and 2 just the 20 – multiple activity grantees. And we would also include in that the five single activity grantees that are focusing on healthy marriage.

But you'll be getting more information on that one very shortly. And you should receive information, if you haven't already by the time you get off this call today, about this peer-to-peer roundtable. So if you don't get to save the date then this first one's not for you but we will be contacting you very soon about future ones. And the other ones, as I said, will be in September and October after the (RFA) grantee conference.

And so if we can go to that slide, Jen. And again, and I think you all know this now but the 2008 grantee conference for the healthy marriage and promoting responsible fatherhood grantees will be August 11-13 in Washington DC. And you'll be receiving hotel information on that very shortly I believe.

We certainly look forward to seeing all of you there and I encourage you to come up and say hi to me if I don't come and say hi to you because I might be easier to spot than some of you.

Anyway that's it so – and we have one more slide, Jen? This is just about the next Webinar. You'll see there's not an actual date on there. Most likely what is going to happen for the June Webinar, we're actually going to do a combined one with the Healthy Marriage Resource Center. This will be either the fourth Tuesday or the fourth Wednesday.

It's looking at the moment like the fourth Wednesday, which is June 25 and we'll be doing a Webinar focusing around Father's Day and we'll be looking at the – the sort of way in which healthy marriage and responsible fatherhood come together. And we'll have a panel to talk about that.

So we'll get you more information on that as soon as we can. But as I say, I think it's going to be Wednesday June 25, if not it'll be Tuesday June 24.

And once again I'd really like to thank the presenters, you all did a great job with that. And I encourage anybody to follow up with their local media either about the ad campaign or any other issues. Do let us know at the Clearinghouse and if you have any questions that you'd like me to present then I'll be more than happy to do that.

So thank you very much and as it says on the screen, everyone have a great afternoon. Good-bye.

Operator: Ladies and gentlemen that does conclude the conference call for today. We thank you for your participation and ask that you please disconnect your lines.

END