

*Tell me and I forget.*

*Show me and I remember.*

*Involve me and I understand.*

*– Chinese Proverb*

# **MASTERING THE MEDIA™**

**Capacity Building for Nonprofits**



# Build your Internal PR & Marketing Capabilities

## *Why This Is Important*

The capacity to manage news media enables nonprofits to:

- Build a solid and dynamic foundation upon which fundraising and development programs flourish
- Inform, educate and advocate to a wide audience
- Expand the capacity to reach – and to serve – constituents and clients

## **What's Stopping You?** - *Probably what stops most nonprofits:*

Board and membership expectations, staff responsibilities, management structures and systems, the pressures of day-to-day operations, not to mention the endless demands of fundraising – all these and more often create circumstances which make news coverage more difficult to generate.

**We Can Help** - WHPR's comprehensive capacity building programs include flexible options so nonprofits can expand and sustain their public relations resources and capabilities.



# The Capacity Building Program

*WHPR's Capacity Building Program enables individual nonprofit organizations to re-engineer their entire public relations campaign from the ground up. The program includes:*

- A thorough, thoughtful audit of existing media programs, combined with:
- A facilitated review of the internal structures which support (or fail to support) an effective media campaign
- A tailored training program for the organization (including staff, volunteers, and Board members) which includes story identification and development, media management techniques, organizational management procedures and practices that sustain capacity long after the training has concluded
- Professional counsel and hands-on guidance to insure the organization's program takes shape and moves forward once the audit and training phases are complete

The WHPR Capacity Building Program is intense, focused and highly personalized. It requires *mandatory* participation of staff, volunteers and Board members.



# Mastering The Media™: The Workshops

WHPR's highly successful and acclaimed Mastering The Media™ Workshops cover the entire spectrum of professional media management.

## **The Basics:**

- Understand media
- Find and frame stories
- News release development and other tools of the trade
- Pitch and sell stories
- Discussions with top news executives

## **Advanced Communications:**

- Proactive and reactive crisis communications
- Framing for effective use of "Influence Media," (talk shows, editorial pages, letters to editors, commentaries and by-lined trade press articles)
- Strategies and techniques
- Training and coaching for great interviews
- Media advocacy campaigns, sound bite development
- Discussion with top news executives

## **Marketing Your Events:**

- Develop media campaigns for fundraising events
- Build a media marketing calendar
- Draft and place news releases, calendar listings, PSAs
- The importance of media coverage between events
- The Board's role in fund development



# Mastering The Media™: The Workshops

WHPR's highly successful and acclaimed Mastering The Media™ Workshops cover the entire spectrum of professional media management.

More than 500 nonprofit organizations have taken Mastering The Media™ Workshops, which have been co-sponsored by the California Community Foundation, the California Association of Nonprofits, the Greater Los Angeles Area Chamber of Commerce, the Center for Corporate & Community Education at the Annenberg School for Communication at the University of Southern California and other foundations.

The two and one-half day workshops are energetic, practical, entertaining and exceptionally effective. The Los Angeles Workshops are regularly scheduled and registration information is available at [www.whpr.com](http://www.whpr.com) (click on the Mastering The Media™ tab).

Flexible scheduling of Mastering The Media™ Workshops is available in communities other than Los Angeles as well. WHPR also offers the same smart presentations as modular components – speeches, panels, break-out sessions, hands-on workshops. The elements of Mastering The Media™ are readily adapted for coalitions, associations and professional organizations which use annual meetings, conventions or conferences as capacity building opportunities for their constituents and members.

To learn more about Mastering The Media™ go to [www.whpr.com](http://www.whpr.com) and visit the Mastering The Media™ tab or contact: [sydney@whpr.com](mailto:sydney@whpr.com) or 323.730.0233



# Mastering The Media™ Strategic Roundtables

After more than 20 years of hands-on experience in nonprofit news media generation and direct experience in nonprofit management and strategy (as staff and as Board members), WHPR's principals fully understand that internal barriers can undermine the construction of a quality public relations and marketing campaign.

Board expectations, staff responsibilities, management structures and systems, the pressures of day-to-day operations and especially the endless pressures of fundraising – all these and more can create circumstances in which news coverage is more difficult to generate and marketing initiatives tougher to undertake. To help executive staff overcome these challenges, WHPR Strategic Roundtables allow senior nonprofit executives to address substantive management and organizational problems and to construct sound and sensible solutions to them.

The roundtables provide a confidential, secure, peer-level environment in which executives can share concepts, management tools, best practices and hands-on problem solving techniques in a structured, collegial discussion.

WHPR Strategic Roundtables are held for three hours, one morning a month for six months. Enrollment is limited but a full enrollment of at least 10 executives is required for a new roundtable to begin. WHPR Roundtables can be held in person or telephonically. The cost per person is \$450. Mastering The Media™ Strategic Roundtables were initially created with and continue to be a program of the Greater Los Angeles Area Chamber Of Commerce.

To register for a Strategic Roundtable, contact [Sydney@whpr.com](mailto:Sydney@whpr.com) or 323.730.0233

*For complete information about scheduling, fee structures, program content or any questions, please contact [MasteringTheMedia@whpr.com](mailto:MasteringTheMedia@whpr.com) or WHPR at 323.730.0233.*



# Strategic & Tactical Counsel

**WHPR** provides thoughtful, seasoned and savvy counsel for non-profit organizations undertaking communications, campaign or event initiatives. WHPR also counsels nonprofits facing immediate news challenges or crisis communication concerns.

**WHPR's** strategic and tactical counsel offers nonprofits an experienced and skillful outside perspective to frame issues, sharpen messages, expand perspective and match short and long term goals with practical communication campaigns. WHPR's strategic and tactical counsel also includes speaker training, analysis of written materials and coordination of communication efforts to achieve maximum impact.

**WHPR's** strategic and tactical counsel has been successfully employed by organizations addressing issues as diverse as affordable housing, health care, immigration reform, civil liberties and civil rights, environmental issues and legislative or political initiatives. Small nonprofits and seasoned advocates alike have taken advantage of this valuable and practical service.

**WHPR Strategic & Tactical Counsel** is available on an hourly or project basis; fees and costs vary depending on the nature and duration of the assignment.



# WHPR Partners

**David Hamlin** is a former Executive Director who earned an international reputation for his savvy skills in crisis and advocacy communications on behalf of a national civil rights organization. He has practiced public relations for more than two decades and has taught PR at the university level. A highly respected media and issues strategist, his counsel is relied upon by foundations, political leaders, nonprofit and business executives and community organizations. He co-founded WHPR with Sydney Weisman in 1986.

**Sydney Weisman** is a former award winning WLS/ABC radio news journalist and freelance writer whose articles have appeared in national and international publications. Since leaving her journalism career, Ms. Weisman has practiced public relations in Chicago and LA for more than 30 years. She enjoys a peerless reputation among journalists and editors as a skillful publicist. Ms. Weisman co-created Mastering The Media™ Workshops and co-presents them with her partner; she created the Strategic Roundtables with the Greater LA Area Chamber of Commerce.





For information about **WHPR's** Capacity Building programs and how those programs can be adapted to the needs of your organization, please contact either partner at:

323.730.0233

or e-mail either partner:

[sydney@whpr.com](mailto:sydney@whpr.com) or [david@whpr.com](mailto:david@whpr.com)

