



## **NJCounts 2017**

### **Planning Your Local Outreach to and Communication with the Press**

**January 4, 2017**



## Planning Your Local Outreach to the Press



# Agenda

1. General Press Tips
2. Social Media
3. Press Contacts
4. What Will the Press Want?
5. Quotes
6. Press Materials
7. Questions?
8. Contact Information



# Planning Your Local Outreach to the Press



General tips for speaking with the press

What is your goal in reaching out to press? What are your key messages around ending homelessness?



# Planning Your Local Outreach to the Press



## Social Media - #NJCounts 2017 How and why to use social media?

- Facebook - <https://goo.gl/ZT6DEE>
- Facebook Video <https://goo.gl/l6Wq4M>
- Twitter - <https://goo.gl/iekxAU>
- Instagram



## Planning Your Local Outreach to the Press



- Who are your press contacts? i.e. traditional newspapers, online media, television, radio?
- How to connect press to local agencies working to end homelessness? And individuals and families experiencing homelessness and the formerly homeless?



# Planning Your Local Outreach to the Press



What details will the press want and need to know?

- Details about logistics of local count – street and shelter count
- Why local count being conducted?
- Who is counting locally?
- What factors do you expect to impact count? Statewide and local factors? Change in chronic homelessness definition? Increased participation from youth providers?
- Who can be interviewed locally?

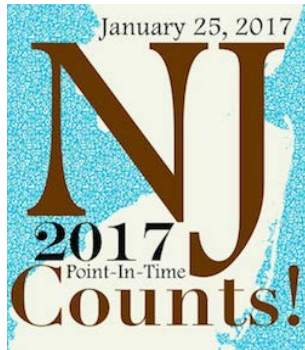


# Planning Your Local Outreach to the Press



## Press Materials

- Press Advisory – Send out two weeks prior to count – January 11, 2017
- Press Release – Send out 2 days before count – Jan 23, 2017 and again day of count
- Additional materials to come with Press Release
  - Quotes about NJCounts 2017
  - Ending Homelessness Best Practices
  - NJ Homelessness Fact Sheet
  - NJ Counts 2016 FAQs



# Planning Your Local Outreach to the Press



## Quotes

- Reporters like and use quotes
- Who should give a quote?
- Share your quotes with Monarch
- Sample quotes:
  - “XXXX County participates in NJCounts ....”
  - “NJCounts data helps us ...”
  - “We hope the NJCounts results will ...”





# Planning Your Local Outreach to the Press



- How to use the webinar software to “raise your hand”
- What else can help you make your local press outreach successful?  
Can you reach out to press contacts in U.S. Senate and Congressional offices?
- Other questions?



# Planning Your Local Outreach to the Press



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