



#NJCounts 2018

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

January 8, 2018



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



Presenters

- Kate Kelly, Associate, Monarch Housing Associates
- Beth Joseph, Director of Communications & Donor Relations, Jewish Family Services of Atlantic and Cape May County



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?



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Working with the press from an agency perspective



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Social Media - #NJCounts 2018 How and why to use social media?

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



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- 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?



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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?



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Press Materials

- Press Advisory – Send out two weeks prior to count – January 10, 2018
- Press Release – Send out 2 days before count – Jan 22, 2018 and again day of count
- Additional materials to come with Press Release
 - Quotes about NJCounts 2018
 - Ending Homelessness Best Practices
 - NJ Homelessness Fact Sheet
 - NJ Counts 2017 FAQs



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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 ...”



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- 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?



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