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Five Steps to Owning Your Story

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SHRIVER CENTER
Sargent Shriver National Center on Poverty Law
The Sargent Shriver Center National Center on Poverty Law provides national leadership in advancing laws and policies that secure justice to improve the lives and opportunities of people living in poverty.
1. Understand the Media Landscape
Traditional, Digital, Hyper Local
Write down 3-5 media outlets or reporters you could start to cultivate a relationship with.

- Who are the local media in your community?
- Who you read or follow?
- What media outlets are your target audiences reading?
2. Identify The Right Messenger to Share your Story
Amplify Your Voice with the Right Messenger
Write down 3-5 potential messengers from your organization

- What unique story about your organization or work are they positioned to tell?
- What is the best platform for them to speak on?

- Executive Director
- Policy Associate
- Board Member
- Community Partner
- Local Resident
- Client
- Business Sponsor
3. Empower Your Team to Manage Media
What Do When A Reporter Calls...
Ask Questions
Before You Say Yes...
Before The Interview

Practice!
Practice!
Practice!
Interview 101

- Research the reporter
- Keep your guard up
- Know your talking points
- Speak in sound bites
4. Develop Your Narrative
Value, Problem, Solution, Action!

VALUE
• Why should your audience care?

PROBLEM
• Document and describe.

SOLUTION
• Avoid compassion fatigue.

ACTION
• What can your audience concretely do?

Source: The Opportunity Agenda
ECONOMIC OPPORTUNITY
HOME OPPORTUNITY

VALUE
Access to an affordable home under fair terms is central to the American promise of opportunity, and to our nation’s economic security.

PROBLEM
But misconduct by the lending industry and inadequate rules and enforcement helped to wreck our economy and deny that promise to millions of Americans.

SOLUTION
Fortunately, solutions exist that can prevent further foreclosures and restore the American Dream. They include steps like mandatory mediation, reducing loan principal to fair market rates, and ensuring that reforms of Fannie Mae and Freddie Mac keep homeownership available to working Americans.

ACTION
The Administration and Congress should work together to implement these solutions today.

Source: The Opportunity Agenda
Let’s Build a Message!

- Partner into small groups
- Select an issue
- Develop a sample VSPA message
- Regroup and share
5. Think Beyond the Media: Multiple Platforms
Tell Your Story in Multiple Ways

- Social Media
- Donors & Funders
- Annual Report
- Brochure
- Special Events
- Policy Briefing
- Video
SUMMARY: 5 Steps to Owning Your Story

1. Understand the Media Landscape
2. Identify the Right Messenger to Tell Your Story
3. Empower Your Team to Manage Media
4. Develop Your Narrative
5. Think Beyond the Media: Multiple Platforms
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