

BOEHM MEDIA FELLOWS

2018 OC US Agenda

MONDAY // May 7

TUESDAY // May 8

WEDNESDAY // May 9

THURSDAY // May 10

11.15 AM – 12.15 PM		<p>Mini Clinic: <i>Cracking the Journalist Code: How to Build Relationships with Journalists</i></p> <p>Lead: Johnny</p> <p>-----</p> <p>Mini Clinic: <i>Judge for Yourself: Media That Matters</i></p> <p>Lead: Daniela Support: Jon</p>	<p>Mini Clinic: <i>Promote Your Work Using Google AdWords Without All the Confusion</i></p> <p>Lead: Heidi</p> <p>-----</p> <p>Mini Clinic: <i>You Created a Video. Now What?</i></p> <p>Lead: Daniela Support: Jon</p>	<p>Mini Clinic: <i>Storytelling: Abridged Edition</i></p> <p>Lead: Babita Support: Johnny</p> <p>-----</p> <p>Mini Clinic: <i>So You Want a New Website: When, Why, and How to Ramp Up Your Online Presence</i></p> <p>Lead: Jon</p>
12.30 PM – 2.00 PM				<p>Salon: <i>Poverty Porn: It Works for Fundraising But What's at Stake?</i></p> <p>Lead: Daniela</p>
3.00 PM – 5.00 PM	<p>Capacity Building Clinic: Got Messages?: Develop Your Organization's Core Messages to Stand Out in the World</p> <p>Lead: Carol</p>	<p>Capacity Building Clinic: <i>Build Your Audience: Digital tactics to find and keep valuable supporters of your work</i></p> <p>Lead & Senior Fellow: Victoria</p>	<p>Capacity Building Clinic: <i>Find Your Tribe: Use Social Media to Build Audience Around Your Mission</i></p> <p>Lead: Jessica Support: Rowaida</p>	<p>Capacity Building Clinic: <i>Are Your Online Campaigns Causing Real-World Headaches?</i></p> <p>Leads: Heidi & Amy</p>
5.15 PM – 6.00 PM	<p>Mini Clinic: <i>How to Pitch Your Work to Get the Resources You Need</i></p> <p>Lead: Amy</p>	<p>Open Office Hours: <i>Come ask us about communicating your message better</i></p> <p>Fellows: Babita, Daniela, Carol, Jessica, Johnny & Jon</p>	<p>Open Office Hours: <i>Come ask us about improving your website and social media presence</i></p> <p>Fellows: Amy, Victoria, Heidi, Jessica, Jon & Rowaida</p>	
7.00 PM – 8.30 PM		<p>Salon: <i>Paging All Genders to Talk About Gender</i></p> <p>Lead: Babita Support: Rowaida</p>		

SESSION Descriptions

MEDIA CAPACITY BUILDING CLINICS

MONDAY

Got Messages?: Develop Your Organization's Core Messages to Stand Out in the World

Lead: Carol Schadelbauer

In a world of 24/7 communication, is anyone hearing your message about who you are, what you do and why it matters? How can you stand out compared to the thousands of messages flying around? How will your work – your stories and messages – move others to action? There is a method to the madness of creating a thoughtful set of core memorable messages. Like most everything in communications, understanding your audience is key. In this session you will walk away with the beginning set of core memorable messages for your organization which is one of the most important tools you have to make change in the world.

TUESDAY

Build Your Audience: Digital tactics to find and keep valuable supporters of your work

Have you struggled with building an audience who is passionate about what you do or who fervently supports your organization? Does what you do online sometimes feel disconnected from how you'd like your organization to grow? In this session, we will work together on three basic skills of successful digital marketing: defining your audience, finding where they "live" online and converting them from passive observers to strong supporters. By the end of the session, participants will have a basic understanding and take-home guide to effectively find and motivate an online audience.

Lead: Victoria Fine

Supporting Fellows:

WEDNESDAY

Find Your Tribe: Use Social Media to Build Audience Around Your Mission

Lead: Jessica Kellner

Supporting Fellow: Rowaida Abdelaziz

Social media can be an excellent way to build awareness and audience around a movement, mission or brand. But with so much clamor for attention, how do you find the people who will support your mission and become advocates for you? Through smart content, targeted messaging and collaboration, we can work together to share stories, engage audience, and drive action. Join us for this session and learn some new techniques.

THURSDAY

Are Your Online Campaigns Causing Real-World Headaches?

Lead: Amy Sample Ward & Heidi Massey

Are you planning your digital campaigns across multiple channels or just winging it on social media? Are your campaigns - whether for advocacy, fundraising, or community engagement - connected between your website, email marketing, and social media? Doing so doesn't need to be scary and creating a clear plan also means it doesn't have to take a ton of time you don't have. Not only will you create more impact, you'll be able to increase that impact over time as you create more campaigns. It's a win-win-win for your organization! We'll make sure you know the fundamentals of planning effective digital campaigns that will help you meet your goals and connect your digital efforts to your mission.

MINI CLINICS

MONDAY

How to Pitch Your Work to Get the Resources You Need

We all want to feel confident explaining to a potential partner, supporter, or even funder what we are working on. Many people, though, struggle to fully articulate the connections between the technologies and other capacity they need internally to be successful as an organization given the goals of their programs or even their mission. Making this connection between the resources you need to use and the impact you achieve helps you secure the support you need for all aspects of your organization, not only the programs or events that the public ultimately sees. This session introduces you to the core components of your pitch and how to adapt it to each audience.

Lead: Amy Sample Ward

TUESDAY

Cracking the Journalist Coverage Code: How to Build Relationships with Journalists

Lead: Johnny Magdaleno

You've just sent out press releases to every journalist on your press list. A couple weeks pass, and most haven't responded. The few who did followed up to learn more, but didn't reply with the urgency and action you were hoping. What gives?

This session will help you form fruitful relationships with journalists to increase your chance of landing interviews or entire articles in media outlets. With more news outlets reporting on your work, you'll see your organization grow its audience and raise its public profile—two assets that funders are constantly looking for in potential grantees. Reporters receive dozens, and sometimes hundreds, of emails from impressive organizations every week. So how do you make sure you're reaching out to journalists that will actually be interested in your work? Should you send press releases to a couple hundred reporters—or is less truly more? What types of articles about your organization can you realistically expect from a journalist? And what can you do to grow and maintain relationships with journalists even when you don't have new material to promote? We will tackle these questions and your questions with hands-on activities and brainstorming sessions, leaving participants with a bespoke list of best practices that can be applied easily.

Judge for Yourself: Media That Matters

Lead: Daniela Kon-Lieberberg

You're interested in a critical issue that needs to garner awareness &— inspire others to support or partner with you. Storytelling through media is the most powerful tool to help you do this. But to be a great storyteller & get results, you need to understand how your media resonates with audiences - by seeing it through their eyes. In this session you will become an expert judge of media for social good. You will utilize the evaluation metrics of the global Social Impact Media Awards (SIMA) by judging short films & videos that compete for Best In Class with lasting impact. Come gain expert eyes in this crash course activity. Leave with heightened understanding of the possibilities, techniques & formats you can employ to tell your own stories.

Tech Request

WEDNESDAY

Promote Your Work Using Google AdWords Without All the Confusion

Lead: Heidi Massey

Google AdWords, the ads that appear at the top of a Google search, can do wonders for your organization's ability to reach your audience. However, there are so many moving parts and frequently, users simply give up trying to figure it all out, not knowing that Ad Grants can provide \$10,000 per month (Yes, per month!) to nonprofit organizations to use on ads.. There are actually a few simple overarching concepts to understand in order to benefit from AdWords. Through hands on activities, we'll cover the basics that will drive success in your AdWords account so you can target your audience and promote your cause online.

Tech Request

You Created a Video. Now What?

Lead: Daniela Kon-Lieberberg

Support: Jon Vidar

Did you share it on Facebook, got a bunch of likes, but no concrete return on your investment? After spending all that time, money & resources, who should you share it with? Where should you share it? How do you get the right viewers? In this session, explore **distribution strategies**, the in's & out's of community engagement & how to maximize the impact of your content. Come create a custom plan to reach your target audiences through the platforms that engage them, and achieve your goals. This session is for anyone who wants to better share their work online or offline.

THURSDAY

Storytelling: Abridged Edition

Lead: Babita Patel

Support: Johnny Magdaleno

Feel like you need to jazz up your storytelling skills? Is the way you introduce yourself not ending with a sparkle? Did you miss our Boehm Media Messaging session earlier in the week & would love the Cliff Notes? Come for a quick refresh on the way *you* talk about you & your work. Leave with a spring in your step, a twinkle in your eye & a bonafide way to share who you are.

So You Want a New Website: When, Why, and How to Ramp Up Your Online Presence

Lead: Jon Vidar

Websites are used to share your message and engage your audience. In this session, we'll explore the good, the bad and the ugly websites - and take a look at the past, present and future of yours. What are the current best practices? What makes a good website and is yours in need of an overhaul? This session is for anyone who wants to learn about how to design (or redesign) a website that meets your organization's needs and improves your online presence. Come pick Jon Vidar's brain. See his OC profile to learn more about why he's qualified to speak about both simple information sites and large global platforms. . And feel free to send website links in advance to Jon at jvidar@mac.com or bring them along to discuss during the session!

Tech Request

MEDIA SALONS

TUESDAY DINNER

Paging **All** Genders to Talk About Gender

Lead: Babita Patel

Supporting: Rowaida Abdelaziz

If there's an event with women or gender in the title, why so often do only women show up? Where are all the dudes? What does true equality look like? How are we talking about gender in the spaces that we work in that gives *every* gender a space? Let's talk about equality with 100% of the population sitting at the table. So grab a friend & join us! Bonus points if your friend is a different gender than you!

THURSDAY LUNCH

Poverty Porn: It Works for Fundraising But What's at Stake?

Lead: Daniela Kon-Lieberberg

Poverty porn is media which exploits the poor in order to generate sympathy. Join this unapologetic conversation about ways we can, should, & shouldn't use media to serve our cause. How can the media our organizations create advance solutions instead of perpetuating the issues we are hoping to solve? Which compelling stories can we tell that do not trivialize people's lives? What does it look like to create content that does more than inform, but actually moves people to change behavior? Join this conversation to share lessons and ideas.

Open Office Hours with Media Fellows

Do you have a media related question? Come ask us about the topics below or any question you may have. You can find the Media Fellows Tuesday & Wednesday from 5:15-6 pm in the Library @ **Slice Bar**

Tuesday

Come ask us about communicating your message better

Fellows: Babita, Daniela, Carol, Jessica, Johnny & Jon

Wednesday

Come ask us about improving your website and social media presence

Fellows: Amy, Victoria, Heidi, Jessica, Jon & Rowaida