

Link to meeting notes: goo.gl/hgFf3g

experience

Interacting with the the Press and Media

MAKING HISTORY

Working Session @ NOMCON

Session Attendees	1
Intentional Inclusion	2
Session Background Research & Resources	2
General resources	2
How to write a press Release	2
Dealing with Bad press	2
Media Outlets	2
Session Conversation & Notes	3
Proposed Project Ideas	3

Session Attendees

First Name	Last Name	Organization	Email
Eric	Harness	BioCurious	eharness@gmail.com
Bill	Mar	Makers of Phoenix	thebillmar@gmail.com
Maria	Chavez	BioCurious	maria@biocurious.org
Jeanne	Marshall	Nova Labs, Maker Faire NoVa	jeanne.marshall@gmail.com
Beverly	Eichenlaub	makersguildinc.org	beverly.burke.eichenlaub@gmail.com

Link to meeting notes: goo.gl/hgFf3g

experience

Intentional Inclusion

How can your session and this topic generally be more intentionally inclusive?

- Outreach for Inclusion (Targeted for Intentional inclusion / diversity)
- Seek feedback from underrepresented voices
- Structure broadcasts to include those who are under represented
- Seek suggestions from the diversity of the community and those outside your community
- Suggestions....

Session Background Research & Resources

General resources

- AAS Society tip sheet https://aas.org/files/resources/aas_interacting_media_nutshell.pdf
- Tool kit <https://www.gdrc.org/ngo/media/>
- How scientists can leverage the media:
<https://www.theguardian.com/science/blog/2012/mar/07/scientists-help-improve-science-journalism>
- Suggestions:
-

How to write a press Release

- How to write a press release
<https://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/>
- Tips for writing a press release <https://blogs.constantcontact.com/write-a-press-release/>
- More Links
- Seeking inclusion in Press releases

Link to meeting notes: goo.gl/hgFf3g

experience

Dealing with Bad press

- Tips for dealing with bad press
<http://technori.com/2013/07/4516-the-9-golden-rules-for-dealing-with-bad-publicity/>
- <https://www.thebalancesmb.com/public-relations-how-should-you-handle-bad-news-2295229>
- <https://www.linkedin.com/pulse/20141118195515-7638619-10-rules-for-dealing-with-bad-publicity/>
- http://asauk.org.uk/wp-content/uploads/2013/09/Coping_with_bad_press.pdf

Media Outlets

- Local Outlets
- Spamming

Tips for dealing with Bad Press or a Public Media nightmare

- Take control over the message internally collectively if is you cannot come to a decision on what to do agreement on the

- Immediately address the issue with your Leadership and decide collectively what to do and say. Getting feedback from folks allows all voices to be heard. Reactions might include: taking responsibility, Making things right, Complaining to Media outlets that wrote the story, write an Op-ed in response.

- Talk with your Board, Leadership, Staff, volunteers, and Members to get the message out there before approaching the public

- Avoid communication that is hurried or not completely thought out - It will not serve you well to have to correct yourself and might dig you deeper into a hole

- Be human in your response

- Apologize then take action

Session Conversation & Notes

- Embracing diversity in you advertising
- Eric has checklist to sanity-check media contacts -- before responding to them; check credibility and how well they've done their own homework
- have a pitch deck
- go make friends with local sport reporter -- feeds about robotics team
- be generous with your fellow spaces -- refer reporters to them as well, peer-to-peer PR
- Don't be afraid to say no while explaining why -- story about saying no to "manly space" query from reporter, who came back months later to do an inclusive story instead

Link to meeting notes: goo.gl/hgFf3g

experience

- documentary film crews are flaky -- much that is filmed never gets used, ask up front for rights to the content you're creating for them so you can do it yourself if needed
- have a "media mentions" page -- post a task on freelancer, taskrabbit, or ancy hands to pay someone ~ \$25 to put this together via googling
- have google alerts set up
- find cosponsors for ads -- e.g. local car dealer cosponsors ad for your space or project
- #1 marketing tool is newsletter
 - post on local events page
- Don't pay for marketing for events that are free
- contact local radio that has a science/tech program and offer content
 - NPR can be hard in large markets
 - but smaller or rural NPR markets are starving for content
 - also help with follow up stories
- "podcasts have been absolutely amazing" for local content
- one space got 7 members from hosting a table at a barnes & noble mini maker faire
- science faires
- local tourism and chamber of commerce
- table at events for national labs interns
- difficulty finding currently-open spaces in a region due to old web sites
 - taskrabbit etc can help with this as well -- task them with tracking down open spaces in an area
- Always have an ask when contacting media -- maybe along with slide deck or press kit
- you have the freedom to kick people out -- if they arrive without permission, ask them to leave
- introduce yourself to local fire, police, fbi, defense, BBB, etc.
- every time a new person comes in, Eric treats them as if they are media -- pitch, sanity check, ask them where they're from, how they found the space, have an ask
- control the narrative -- ask questions and redirect
- collaborate with other spaces -- equipment needs, etc.
- have visual things -- media is visual
- Nan Braun indianamakers.org has compelling content that got mayor involved and on tv, radio, etc. -- get URL from her

Proposed Project Ideas

- Write up sections on
 - Dealing with Bad press
 - List of mentors/experienced PR people who we could talk with

Link to meeting notes: goo.gl/hgFf3g

experience

-
- Writing a press release
- Collect local Media outlets contact information
- Creating a Media tool kit for makerspaces
- More-->..resources
- ad council ad -- “what is a makerspace”?
 - “what is maker?”
- collect/showcase compelling content about spaces and the maker community