It’s All About YOU

Watershed Academy

May 2017

It's all about YOU

Take-home concepts

- The trust factor and YOU
  - Do your homework
- Headlines sell
  - The 3 rules
- Stay on message
  - Bridging phrases

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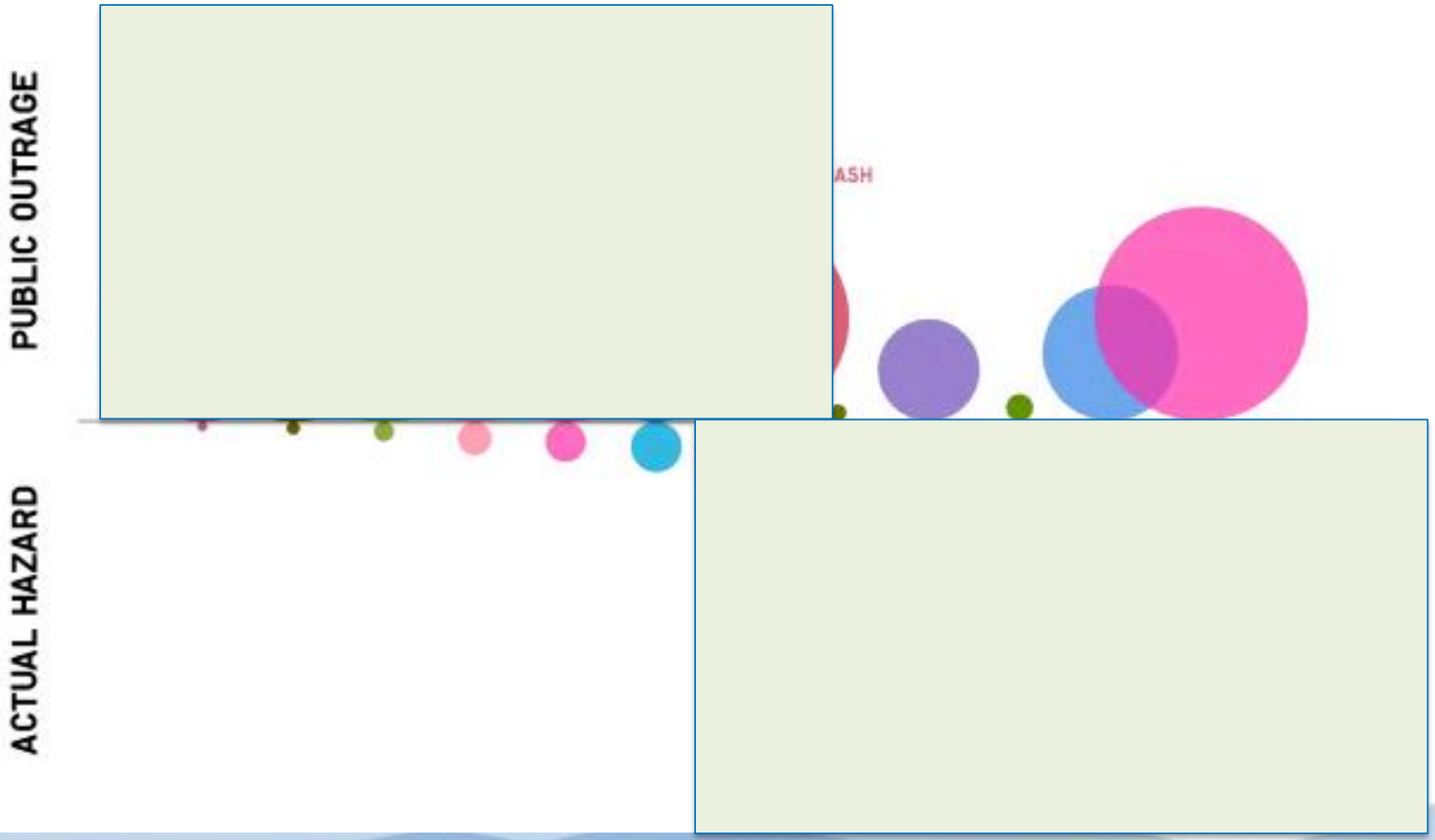
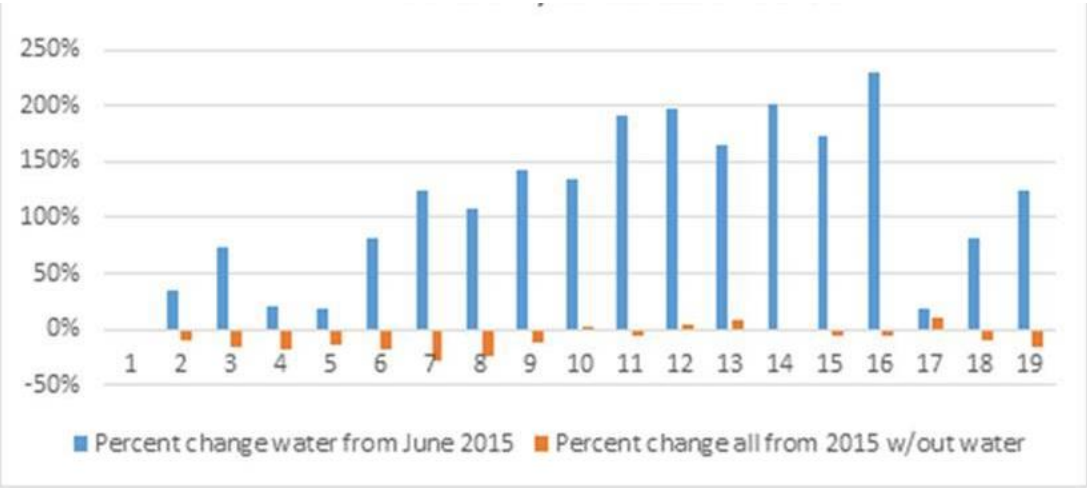
Messaging isn't just for the media

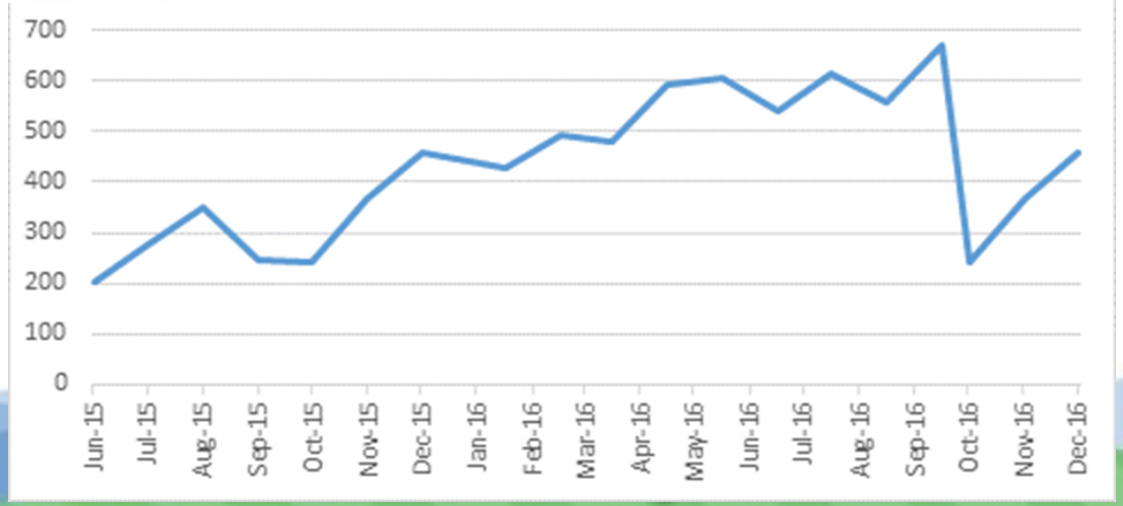


The conversation & why we're here

Unique content = 164% increase vs. other ag content = 1%



Volume = 2,000% increase



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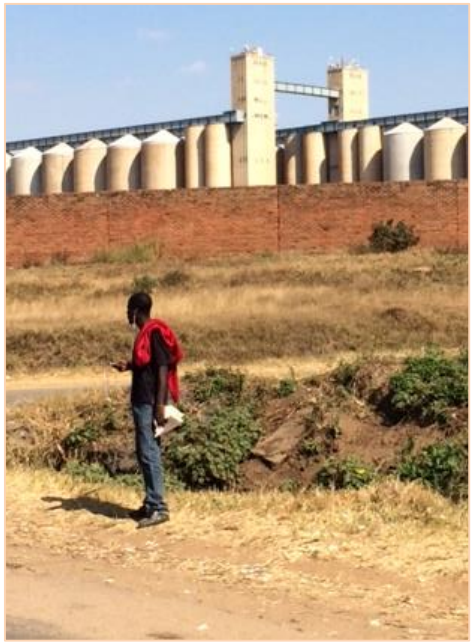
Who's Donna?



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It's all about YOU

- TRUST
- Listening = your most effective communication tool

- People want to know that YOU CARE **before they care** about what you know **(Covello, 2001)**

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It's all about YOU

- Knowledge = accuracy & credibility
- Knowledge does NOT = trust
- **YOU** & your approach = trust

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It's all about YOU

Reporters job

- Inform
- Educate
- Interpret
- Investigate
- Entertain
- Condense

Your job

- Inform
- Educate
- Interpret
- Create operating space
- Shape an issue
- Persuade and sell

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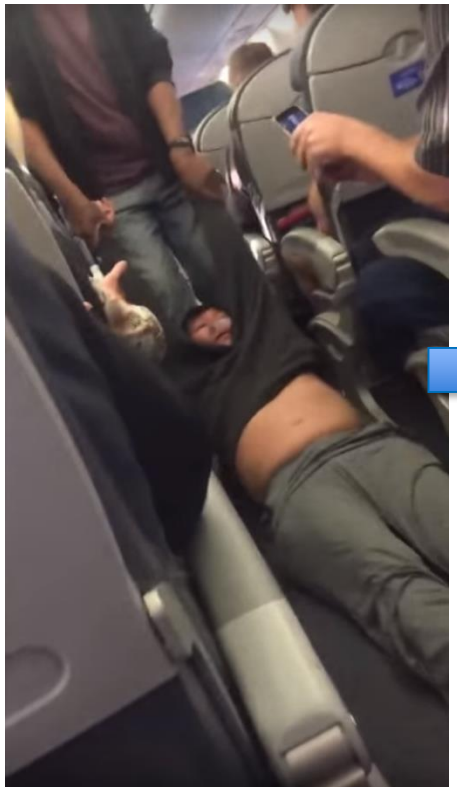
The rule of 3

- 3 most important things you would like your audience to know.
- 3 most important things your audience would like to know.
- 3 things your audience is most likely to get wrong unless clearly defined.

- **It's your job to make your message stand out**

It's all about YOU



This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our own detailed review of what happened. We are also reaching out to this passenger to talk directly to him and further address and resolve this situation.

- Oscar Munoz, CEO, United Airlines

United ✓
@united

Follow

United CEO response to United Express Flight 3411.

11:27 AM - 10 Apr 2017 · Houston, TX

21,569 7,915

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Activity – passenger removal

- **Write 3 headlines**
  - As United Airlines

- **Write 3 headlines**
  - As the passenger's lawyer

Key Message 1

3 Supporting Points

-
-
-

Key Message 2

3 Supporting Points

-
-
-

Key Message 3

3 Supporting Points

-
-
-

Why headlines? They sell

- Entice reader/listener to decide whether more of their time is worth it
- An idea
- Fear
- Action – protect, protest, procrastinate

Activity - Giant rabbit that died after United flight was Iowa-bound

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Headlines sell

POLITICO	• Iowa's Nasty Water War
	• Nitrates in water may be more harmful than we thought
EDF ENVIRONMENTAL DEFENSE FUND Finding the ways that work	• A coalition of uncommon bedfellows is bringing sustainable agriculture to scale
The New York Times	• Conflict over soil and water puts 'Iowa Nice' to a test

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Activity - stage appearance

- Look for:
  - Did he listen?
  - Did he express empathy?
  - What were the headlines?
  - What were the supporting points?
  - Additional questions?

Listening is the value of YOU

- Show respect
- Listening helps to understand the real issue so you can shape the information that you share
- When responding
  - Ask for clarification
  - Empathize without agreement
  - Be concise
- Recognize that others see things differently
  - Values & trust vs. facts

Know your audience

- Who are they?
- What do they care about?
- What concerns are they likely to have?
- What will they listen to?
- Who else can help/identify with them?

Activity – Audience analysis

- Farmers
- Media
- Local Chamber…..

Activity – Small Groups

- #1 – Farmers
  - Farmer contacts coordinator for information about water quality
  - Farmer contacts coordinator, but doesn't know what's possible
  - Coordinator contacts farmer who is unaware of the challenge or solution
- #2 – Media
  - Local farm media contact
  - Local newspaper contact
  - National news (NYTimes, CNN, etc)
- # 3 - Local Chamber…..

Activity – Lights, camera, action

- #1 – practice room
- #2 – real deal
- Identify headlines that you can use
- Did the person stay on message?
  - What bridging phrases were used?
- Did the person establish trust?
- What suggestions do you have?

Resource Library – IAWA Website

- **Practices Information**
  - Descriptions
  - Icons
  - Articles
    - 250 words, 500
  - Social media posts
- **Partner lists**
- **Contact information**
- **Field Day Planning Resources**
  - Process
  - Checklist
  - Invites
  - Radio spots
  - Press releases
- **Ideas from watersheds**
  - Events
  - Other partners
  - Outreach ideas