
Community Training Sessions

— **Session 4: Media Coverage,** —
Press Releases & Facebook Ads



Participating Organizations

- Hamilton Community Health Network
- City of Flint
- Michigan Institute of Clinical Health Research
- Metro Community Development
- Hasselbring Senior Center
- Flint Innovative Solutions
- Flint ReCAST
- The HUB Flint



Overview of Community Training Sessions

Sessions and Dates

Session 5: Letters of Support & Partnerships, August 6 & 10

Session 6: Finding Grants, August 20 & 24



Overview of Community Training Sessions

Sessions and Dates

Tuesday sessions will take place at 6 PM at MSU College of Human Medicine

Saturday sessions will take place at 10 AM at Hasselbring Senior Center

MSU College of Human Medicine is located at 300 E 1st Street, Flint MI 48502. Across from the Flint Farmers Market. Hasselbring Senior Center is located at 1002 W Home Avenue, Flint MI 48505.



Attendee Registration

Extremely important that you share with us

Each attendee is asked to share contact information, your motivation to attend today's session, indicate what topics you want more information on and where you heard about the Community Training Sessions.

Your feedback will help us better serve you and lets our employers know who we are serving.



Goals of Community Training Sessions

Help people start their efforts.

Teach others what we have learned.

Support others so they succeed.



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Flint ReCAST to host series of community training sessions

by Jasmyrn Durham | Monday, June 10th 2019

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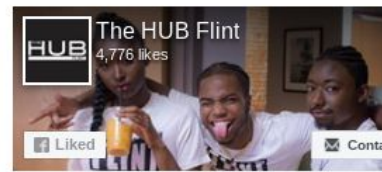




HOME CITY NEWS TOP STORIES NEIGHBORHOODS HEALTHY CITIES CITY FAITH CITY SHOPS CITY CARS

‘Recasting’ the seminar: Community Training Sessions’ provides education for aspiring – and current – entrepreneurs

By [Cornelius Fortune](#) on 06/18/2019 · [Comments Below](#)



for which
to be best in a
point of view.

Credibility [ˌkrɪdɪbəlɪti]

quality of being
believable or tru
established reli

Tonight's Speakers

Jasmyn Durham, NBC 25 Reporter

Jasmine Brown, Hamilton Community Health Center

Vanessa Ferguson, Action Communication



Mic'd Up - Lessons from Jasmyn Durham

- Make sure you give all the important details, the 5 W's:
 - Who
 - What
 - Where
 - When
 - Why
- Know who to call/send your information to (assignment desk, reporters, producers)

Mic'd Up - Lessons from Jasmyn Durham

- Make it visual and exciting! It's television! So the more active and engaging the better
- Don't wait until the last minute to reach out to the media. Give at least 3 days notice so we can get you on the schedule

Mic'd Up - Lessons from Jasmyn Durham

- The media loves to talk to REAL people! Talking to organizers and officials is great, but we want to talk to the people impacted by your efforts.
- When interviewing, keep it short and simple. Answer our questions. Less than 20 seconds per answer is ideal because we have tight timeframes for stories.

Mic'd Up - Lessons from Jasmyn Durham

- Be excited, this is your moment to share your story/event. Viewers won't be excited if you aren't.
- But don't make it all about you. We want to know what the larger impact is on the community and why should people care.

Mic'd Up - Lessons from Jasmyn Durham

Questions?



Writing a Press Release - Lessons from Jasmine Brown

1. Find Your Angle. Every good news story has an angle. ...
2. **Write** Your Headline. Your headline should grab the attention of your audience. ...
3. **Write** Your Lead. ...
4. **Write** 2 - 5 Strong Body Paragraphs With Supporting Details. ...
5. Include 1 - 2 Quotes. ...
6. Include Contact Information at the Top of the Press Release
7. Include Your Boilerplate Copy.

Contact: Vanessa Ferguson
810-252-3231

FOR IMMEDIATE RELEASE

March 29, 2019

FLINT FIREFIGHTERS UNION LOCAL 352 TO LEAD PORCH REPAIR EFFORT
Porch Repairs to Transform Flint Homes This Spring

(Flint, Mich.) – Homes across the City of Flint will get a little TLC this spring thanks to members of Flint Firefighters Local 352 who are partnering with The Porch Project, a Flint-based community beautification effort. The intended goal of The Porch Project has been to use porch repairs and beautification efforts to promote “neighborliness” to help homeowners engage with other residents through increased use of their front yards. Flint Firefighters Union Local 352 Service Days will take place on Saturday, April 13th and Saturday, May 4th starting at 10 AM. Volunteers are asked to meet at Educare is located at 1000 Gladwyn St, Flint, MI 48504.

“The Flint Firefighters Union Local 352 is proud to announce our partnership with The Porch Project in their quest to promote neighborliness and to build a stronger community in the City of Flint” said Danny Sniegocki, union member and Flint firefighter. “The Flint Firefighters are excited for the opportunity to help residents beautify their homes and properties in an effort to strengthen the bond between the city residents and their Firefighters.”

The partnership with The Porch Project will benefit Flint residents who would like repairs made to their porch. “The partnership with the Flint Firefighters Union Local 352 will allow Flint residents to benefit from the carpentry skills of the volunteering firefighters. We (The Porch Project) has a goal of planting flowers and making porch repairs at 100 Flint homes in 2019. The talents of Flint Firefighters Union Local 352 firefighters will go a long way to increasing neighborliness” said Megan Heyza, executive director of The Porch Project.

Residents who are interested in having repairs done to their porch or who want to volunteer on one of the work days are encouraged to contact Heyza. All volunteers are welcome to participate, but there is a specific need for people with carpentry skills and powerwashers that can help on the two work days.

“The only time we get to engage with residents is in times of trauma. It is important to us, as firefighters, that we have an opportunity to work side by side with residents on a great community effort like The Porch Project,” said Sniegocki.

Flint 3rd Ward City Councilman Santino Guerra is encouraged by the volunteer days. “As a first responder myself, I am encouraged by the partnership and look forward to seeing all the great work The Porch Project will get done in 2019!”

Porches will be painted by Mid-Michigan Pride Painting in June, weather permitting.

Anyone interested in volunteering for one of the porch repair days should visit The Porch Project's Facebook page. Additional questions regarding the project should be directed to Megan Heyza at 810-111-2222.

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Flint Firefighters Union Local 352 planning Porch Project service day



By ABC12 News Team | Posted: Tue 11:45 AM, Mar 19, 2019 | Updated: Tue 12:01 PM, Mar 19, 2019



That degree is still within reach.

Transfer to CMU



That degree is still within reach.

Transfer to CMU

- Related Links
- [The Porch Project - Facebook](#)
 - [The Porch Project - Website](#)

Things to Remember

- Grab their attention first!
- Mention the sponsoring organization and the date of the event within the first paragraph (who, what, why, when & where)
- Describe your WHY in the second paragraph
- Wait until further in the press release to list pricing information, directions, and more.
- Keep your release to one page.

Things to Remember, cont.

- Be creative with main title for press release. Write in bold letters
- List the best contact who can answer questions for anyone calling
 - Name, Title, Email, Phone, Cell
- Additional contact information such as a website should be listed in the last paragraph of the press release
- Aim to email press releases no later than 1 week out from program/event
- Make phone calls if necessary to make sure certain reporters/producers/news editors see your announcement

Writing a Press Release - Lessons from Jasmine Brown

Questions?



Facebook Ads - Lessons from Vanessa Ferguson

- Not like a local television ad which may air outside your area
- Connects you to a specific audience
- Allows you to narrow audience based on interests and specific demographic characteristics
- Describe your target audience

AUDIENCE

People who like your Page Edit

Location - Living In: United States: Burton, Grand Blanc Michigan

Age: 18 - 65+

People who like your Page and their friends

BeMoved Dancers

Republican Women

Gymnastics

[See All \(123\)](#) | [Create New Audience](#)

BUDGET AND DURATION

Total budget ⓘ

\$2.00

DESKTOP NEWS FEED

MOBILE NEWS FEED



BeMoved with Rae

Like Page

Sponsored ·

Sunday is Song Day: A great tune from our Pumpin' Up the 80s genre.
#BeMovedSong <https://www.youtube.com/watch...>



Bobby Brown - My Prerogative

Music video by Bobby Brown performing My Prerogative. (C) 1988 Gefen Records

YOUTUBE.COM

1 Like

Like

Comment

Share



[Terms & Conditions](#) | [Help Center](#)

Cancel

Boost

Download the Pages Manager App



Pages Manager

Facebook Ads - Lessons from Vanessa Ferguson

Craft Super-Compelling Ad Headlines + Photos

Tips

1. People see an add every 6 posts. Connect with your audience!
2. You have approximately 5 lines to convey the most important details of your project/event. Do not have the most important information past "See More".

Facebook Ads - Lessons from Vanessa Ferguson

Ensure Your Audiences Are Extremely Targeted

Tips

1. Know your audience
2. Quality. Not Quantity
 - a. It is better to reach 500 people of your core demographic than 5,000 random people

Facebook Ads - Lessons from Vanessa Ferguson

Use Custom and Lookalike Audiences

Tips

1. Upload email lists into Facebook for retargeting
 - a. This is why sign-in sheets are very important!
2. Lookalike audiences: Facebook will find other people who are similar to your existing audience for you to target

Facebook Ads - Lessons from Vanessa Ferguson

Add a “Donate Now” Button to Your Facebook Ads

Tips

1. Go to www.facebook.com/donate to get started
2. Process is paperwork intensive but possible

Facebook Ads - Lessons from Vanessa Ferguson

Questions?

