



THE POWER OF EFFECTIVE STORYTELLING- THE OPRAH OF OPERA

TUESDAY, DECEMBER 6TH, 12PM – 1PM | FACILITATORS: ROSEMARY OSTMANN, LARA COHN AND
CHERYL WARFIELD

Jewish Community Council of Greater Coney Island's NonProfit HelpDesk

We focus on small and emerging nonprofits, offering

- Workshops
- Training
- Consulting

2,500 organizations have worked with us, benefiting from support in:

- financial management
- fundraising
- governance
- human resources
- management and operations
- marketing and social media
- strategic planning
- technology

INTRODUCTIONS

WHO WE ARE

Rosemary Ostmann

Lara Cohn

Cheryl Warfield, “The Oprah of Opera”

THE POWER OF EFFECTIVE STORYTELLING

BEHIND THE SCENES WITH CHERYL WARFIELD

- Why stories matter
- Messages to inform communications
- Earned and owned media examples
- Cheryl's experience

POLL QUESTION

TELL US ABOUT YOUR EXPERIENCE WITH STORYTELLING

WHY STORIES?

THE ART OF STORYTELLING

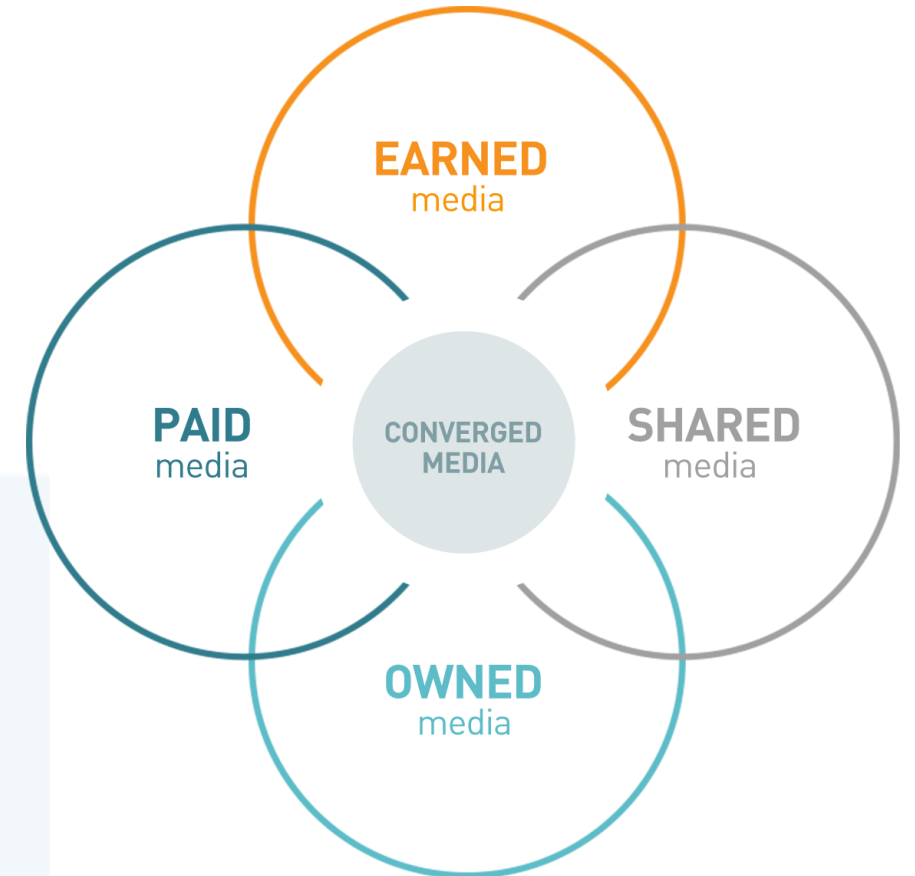
- Third-party validation
- Two-way exchange of ideas
- People act on editorial info
- News you can use
- Builds and protects reputation



THE PESO MODEL

POWER OF CONVERGED MEDIA

- A good story is a good story
- The news cycle is shorter than ever
- Control what you can control
- Journalists look at owned and shared
- Younger demo starts with shared



WHAT IS PR?

MORE THAN A PRESS RELEASE

- Pitching the media
- Identifying journalists
- Building a media toolkit
- Responding to a YES (or a NO)
- Leveraging news coverage



POLL QUESTION

DO YOU FEEL YOUR ORGANIZATION IS NEWSWORTHY?

A GOOD SOURCE

A SPOKESPERSON CAN DRIVE NEWS

- No self-promotion
- Understands what people want to hear
- Easily accessible
- Talks in sound bites
- Says something others aren't saying



NEWS VALUE

COMING UP WITH A HOOK

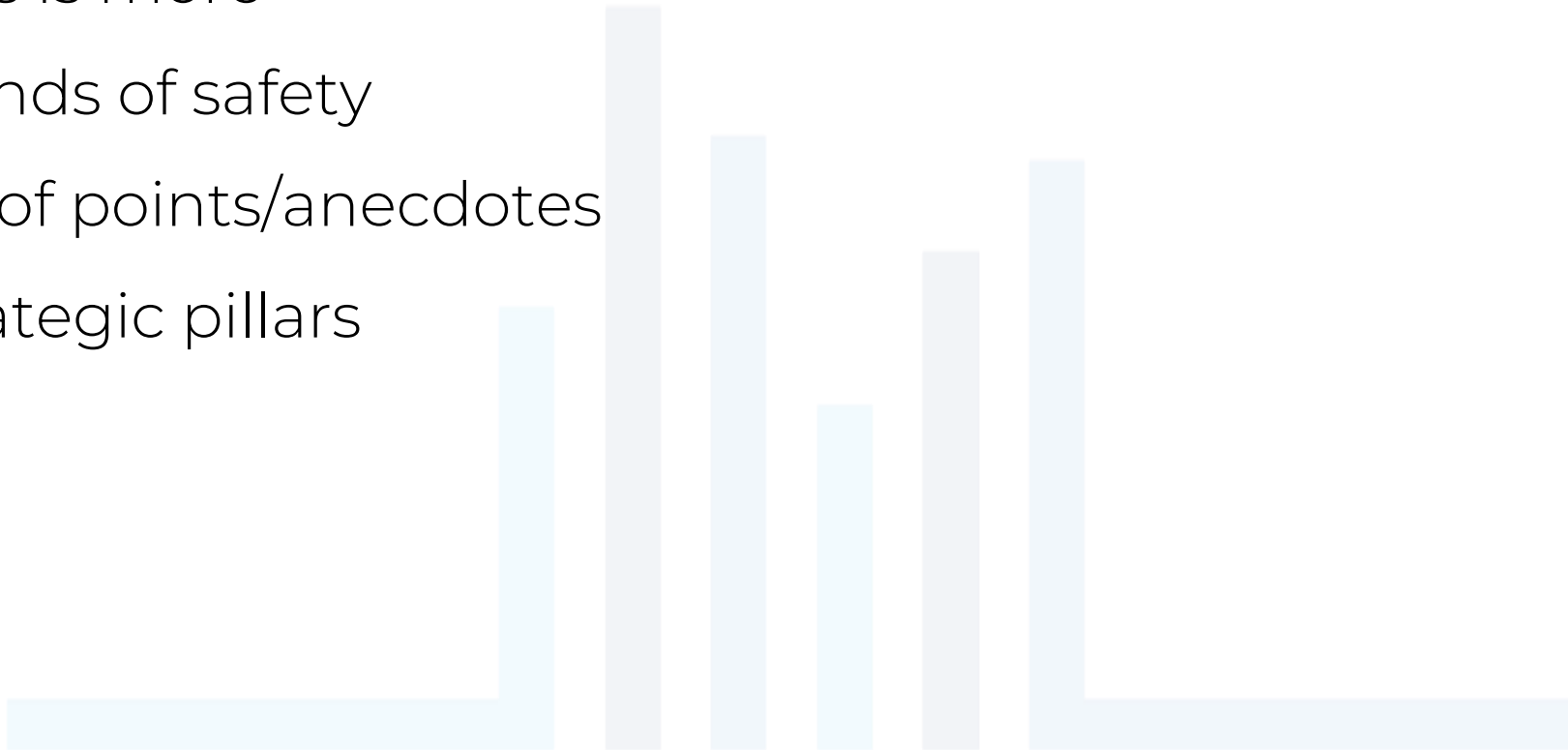
- Timeliness: Why now?
- Proximity: Is it in my backyard?
- Usefulness: Is it news I can use?
- Prominence: Is someone noteworthy involved?
- Impact: How many people does it affect?
- Novelty: Is it a first or counterintuitive?
- Controversy: Is there conflict or tension?
- Human Interest: Can you give a real life example?
- Trend-worthiness: How does it fit into a trend?



MESSAGING

STICK TO YOUR SCRIPT

- Less is more
- Islands of safety
- Proof points/anecdotes
- Strategic pillars



CHERYL'S PR STRATEGY

UNCOVERING HER STORY

- Compelling narrative
- Process
- Tools
- Media materials

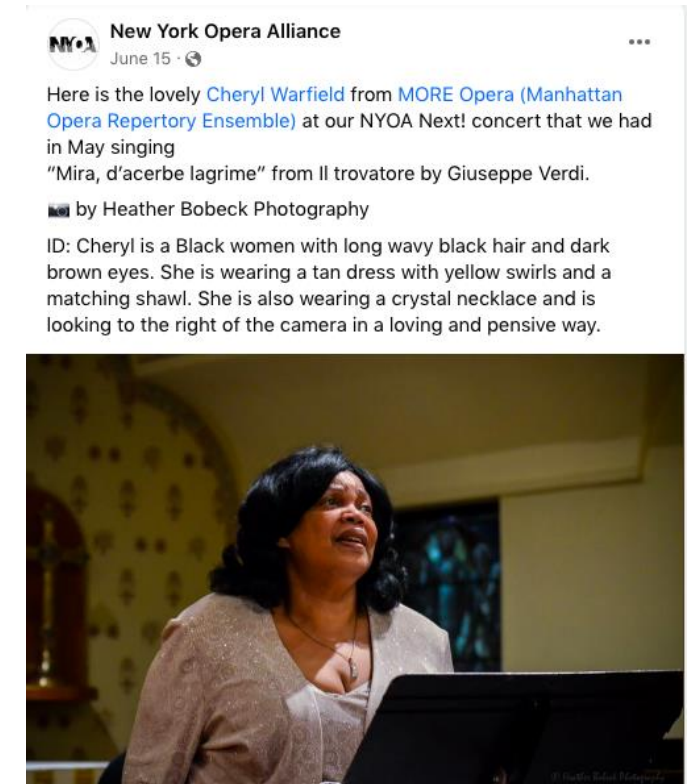
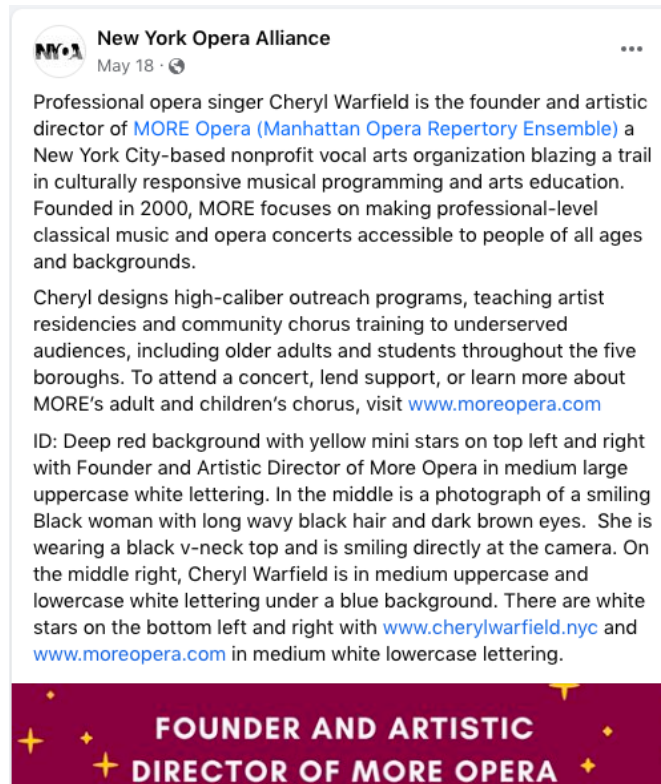
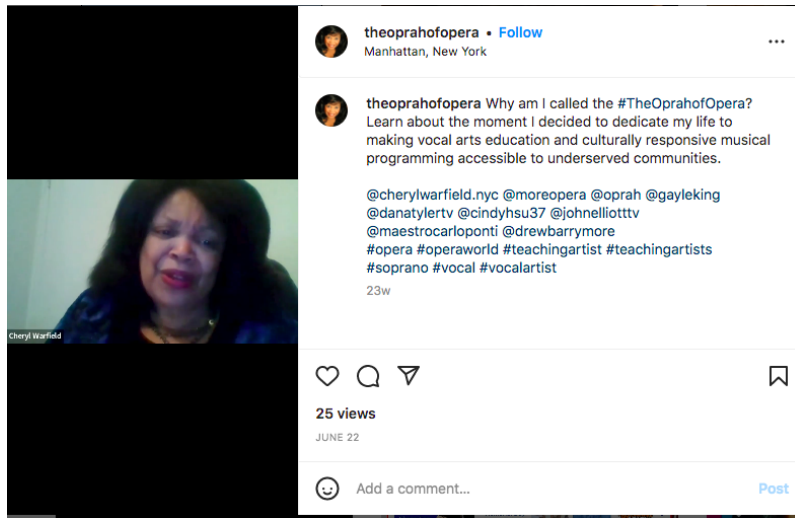
MORE OPERA IN THE NEWS



MORE OPERA IN THE NEWS



MORE OPERA ON SOCIAL MEDIA



CHERYL WARFIELD

IN HER OWN WORDS

- Experience
- News value
- Benefits
- Results



TAKEAWAYS AND TOOLS



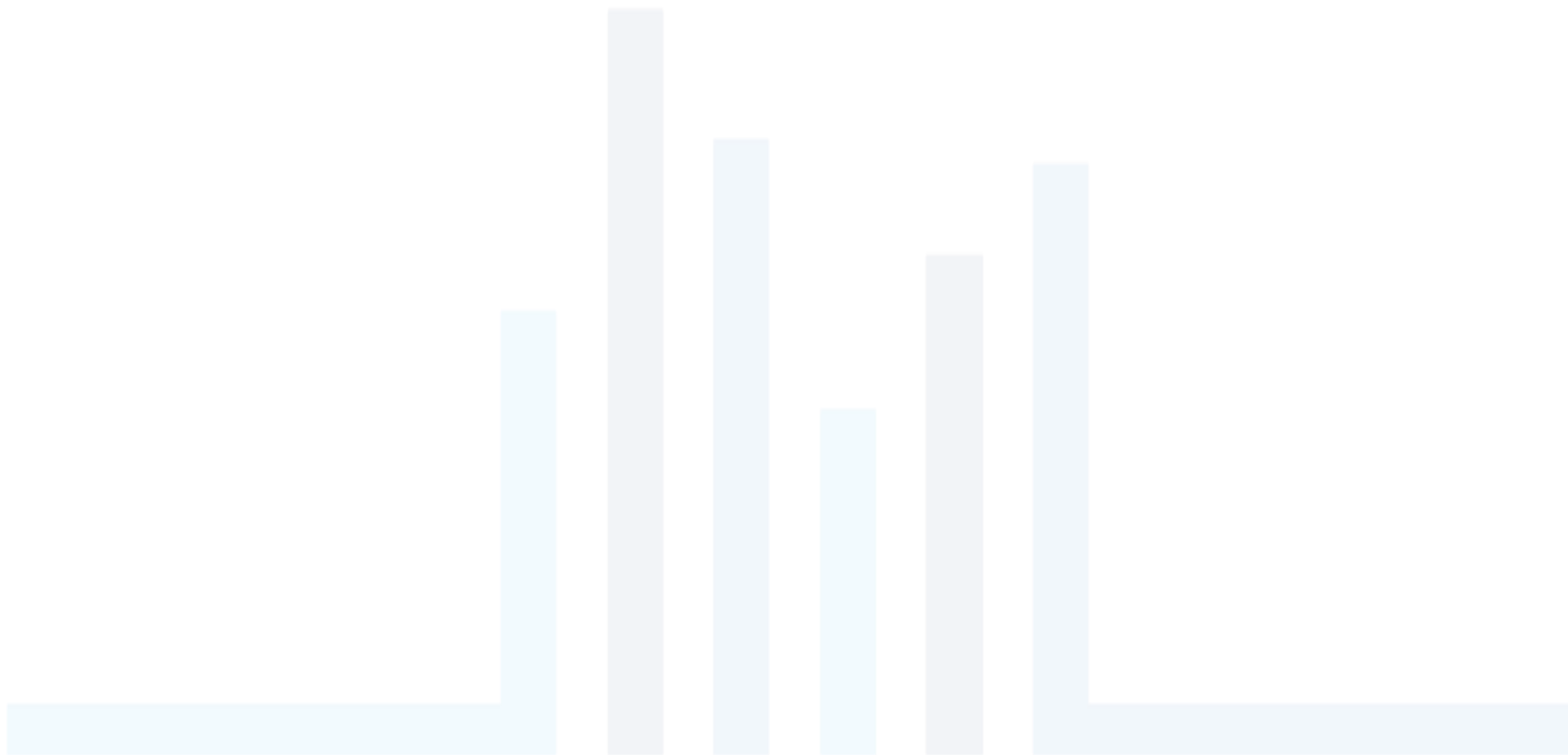
STORYTELLING WORKSHOP

PART 2

SHARE YOUR STORY



Q&A



THANK YOU

STAY IN TOUCH

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