

# THE OPRAH OF OF ERFECTIVE 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

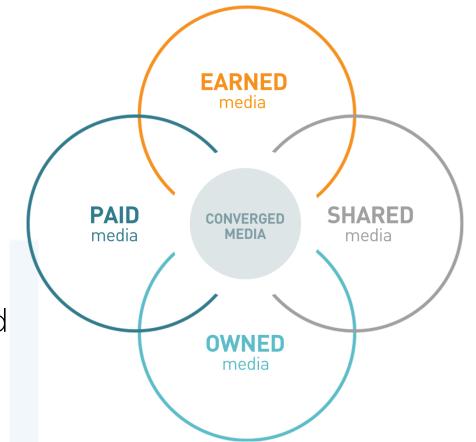
- Third-party validation
- Two-way exchange of ideas
- People act on editorial info
- News you can use
- Builds and protects reputation





#### 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**

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#### theoprahofopera - Follow Manhattan, New York

theoprahofopera Why am I called the #TheOprahofOpera? Learn about the moment I decided to dedicate my life to making vocal arts education and culturally responsive musical programming accessible to underserved communities.

Ocherylwarfield.nyc Omoreopera Oprah Ogayleking Odanatylertv Ocindyhsu37 Ojohnelliotttv Omaestrocarloponti Odrewbarrymore #opera #operaworld #teachingartist #teachingartists #soprano #vocal #vocalartist

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#### New York Opera Alliance May 18 · 🚱

Professional opera singer Cheryl Warfield is the founder and artistic director of MORE Opera (Manhattan Opera Repertory Ensemble) a New York City-based nonprofit vocal arts organization blazing a trail in culturally responsive musical programming and arts education. Founded in 2000, MORE focuses on making professional-level classical music and opera concerts accessible to people of all ages and backgrounds.

Cheryl designs high-caliber outreach programs, teaching artist residencies and community chorus training to underserved audiences, including older adults and students throughout the five boroughs. To attend a concert, lend support, or learn more about MORE's adult and children's chorus, visit www.moreopera.com

ID: Deep red background with yellow mini stars on top left and right with Founder and Artistic Director of More Opera in medium large uppercase white lettering. In the middle is a photograph of a smiling Black woman with long wavy black hair and dark brown eyes. She is wearing a black v-neck top and is smiling directly at the camera. On the middle right, Cheryl Warfield is in medium uppercase and lowercase white lettering under a blue background. There are white stars on the bottom left and right with www.cherylwarfield.nyc and www.moreopera.com in medium white lowercase lettering.

+ FOUNDER AND ARTISTIC + DIRECTOR OF MORE OPERA +

#### New York Opera Alliance

...

Here is the lovely Cheryl Warfield from MORE Opera (Manhattan Opera Repertory Ensemble) at our NYOA Next! concert that we had in May singing

"Mira, d'acerbe lagrime" from Il trovatore by Giuseppe Verdi.

we by Heather Bobeck Photography

ID: Cheryl is a Black women with long wavy black hair and dark brown eyes. She is wearing a tan dress with yellow swirls and a matching shawl. She is also wearing a crystal necklace and is looking to the right of the camera in a loving and pensive way.





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# **CHERYL WARFIELD**

#### IN HER OWN WORDS

- Experience
- News value
- Benefits
- Results





# TAKEAWAYS AND TOOLS



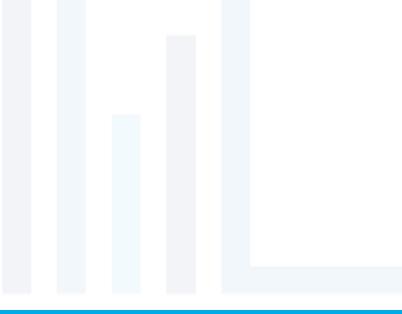


## STORYTELLING WORKSHOP PART 2 SHARE YOUR STORY











## THANK YOU STAY IN TOUCH

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www.moreopera.com

