Seeing and Communicating the Opportunity
The Most Important Slide

- 1- Deliver a Message
- 2- Develop an Opportunity
Your Message Should

Excite & Intrigue

Create Mindshift
Think Competitively

- Coke wants you to switch from Pepsi
- Daewoo want you to switch from a Mercedes
- Nike wants you to get away from your TV and computer and start to work out
- I want you to ....................
Know Your Competition

■ Other Grantees
  - Who else is like you?
  - Who else is asking for $$$$?

■ Other Universities, Diabeteles Programs, Research Centers
  - Which compete for share of mind?

■ Other Issues
  - What are the funding trends/fads? What issues are you competing against?
Communications Objectives
The Key to Communications

- Knowing What you Want to Say
- Identifying Who Cares About What
Target Audience Segmentation

- Everyone
  - Default
- One
  - Ideal
Creating & Delivering Value – Where is the OPPORTUNITY?

- Create a “unique” benefit
  - Immediate, self interest

- Deliver a Benefit
  - Where, when & how

- Communicate a Benefit
  - What you are saying to whom
What’s Your Scope?

- Locally
- Country wide
- Regionally
- Outside the country
Benefits of Your Wisdom

- **Value to Audience**
  - The benefit to them

- **Uniqueness**
  - What it is – what it is not

- **Opportunity**
  - Reframe all communications

- **In the end …..WHO CARES?????**
  - If you can’t answer – don’t do it
The Value Proposition

- How will you let people know?

- How will you communicate it?
Marketing/Communications Tools

- **Events & Presentations**
  - 1 time versus continuous
  - Roundtables, breakfasts
  - Audience vs Effort

- **Publications**
  - Magazines, newsletters
  - Intellectual property

- **Buzz**
  - Competitive, influentials
  - Popular culture

- **E-messages**
  - When, to who, what
If you want to Use the Media

- A few things to remember
Why Media?

The Premise: I Need Media Coverage

- To reach who?
- To accomplish what?
- To deliver what messages?
- Will the time and energy it takes to do it right be worth the result?
Why Messages are Important

- People forget 2/3 of what they hear in one day; 98% in 30 days
- The average person is confronted with over 150 messages per day
- Era of eight-second sound bites
Effective Message Points/Sound Bites

- Three or four
- Brief, easy to remember
- Positive
- Accurate
Effective Proof Points

- Facts
- Statistics (selected)
- Illustrations
- Experts
- Personal examples
What Is News?

- RELEVANCY to Current HOT and not so hot issues

- When in doubt - LINK
Media Characteristics

- **Print**
  - Longer, more detailed interview

- **Television**
  - Short answers crucial: 8 seconds

- **Radio**
  - Emphasis on voice/pace. Speak “visually”

- **Telephone**
  - Do it at your convenience
  - Use notes as aid, not obstacle
Making Your Own Luck

- Do your homework
- Be a resource
- Grab the low hanging fruit
- Visualize your ideal
- Package your story
- Speak their language
- Leverage PR resources of partners
Tough Questions?

If You Dread it, You’ll Get It
Cementing the Opportunity

- The most important thing to remember is...
- It boils down to these three things...
- Let me make one thing perfectly clear...
- If you only remember one thing today...
Practice