
Talk of the Town: Letting Everyone In on Your Achievements

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Who do you tell your story to?



Print

- Newspaper, Magazine, Newsletters



■ Radio

■ Television

- National news, local news, cable channel



Who do you tell your story to?

- You are the media!
 - ❑ City Website
 - ❑ Newsletters and e-Newsletters
 - ❑ Town Hall Meetings
 - ❑ Special Events
 - ❑ Individual Contacts



Other Ways of Telling Your Story



- More than **750 million** active users
 - **50% of active users** log on to Facebook in any given day
 - Average user has **130 friends**
 - People spend **over 700 billion minutes** per month on Facebook
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Other Ways of Telling Your Story

twitter



- **175 million** registered users
- Each “tweet” is a maximum of **140 characters**
- Tweets serve as **headlines** to stories you want to tell
- **Embed urls** (links to websites or videos) in tweets

Other Ways of Telling Your Story



- More content is uploaded to YouTube in a **60 day period** than in the 60 years of TV
 - **490 million users** worldwide
 - Average user spends **25 minutes per day** on the site
 - **92 billion page views** each month
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Who are your partners?

- Places of worship
 - Business community
 - Non-profits
 - Neighborhood groups
 - Chambers of Commerce
 - Housing authorities
-

What to tell?



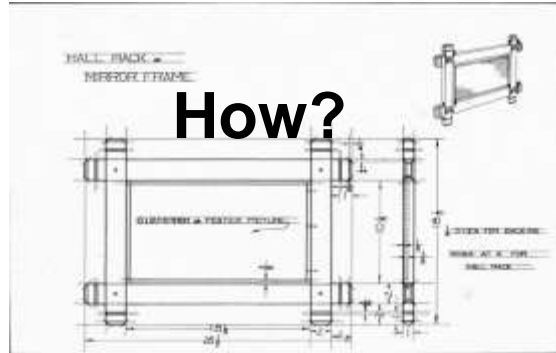
- ❑ News is **interesting**
- ❑ News is **unusual**
- ❑ News is **current**
- ❑ News has **impact**
- ❑ News **entertains**



STANDARD
& POOR'S



What to tell?



WHY???



Sample Press Release

NEWS RELEASE

For Immediate Release

Contact: YOUR NAME, YOUR PHONE NUMBER, EMAIL ADDRESS

August 9, 2011

Officials Attend Retreat on Community Housing

ATHENS – Officials and community leaders from [NAME OF CITY] participated in a conference at the University of Georgia August 8-10 to learn more about improving housing and neighborhoods in their communities.

As a community involved in the Georgia Initiative on Community Housing (GICH), members of the housing team attend the conference to learn more approaches to solving community housing issues (e.g., use of land banks) and on available housing and community development programs. Housing teams are also introduced to unique partnerships, housing success stories and networking opportunities. Woven throughout the experience is an emphasis on planning, goal setting, problem solving and development skills.

“We are dedicated to improving housing options in our community, and GICH offers great information and technical assistance to make that happen,” said [NAME OF PERSON]. “The retreats and training the program provides us will go a long way towards improving our neighborhoods and our community in general.”

The Georgia Initiative for Community Housing offers communities a three-year program of collaboration and technical assistance. The objective of the initiative is to help communities create and launch a locally based plan to meet their housing and neighborhood revitalization needs. The program represents a collaboration of three partners: the Georgia Department of Community Affairs (DCA), the Georgia Municipal Association (GMA) and the University of Georgia (UGA) Housing and Demographics Research Center. Currently, GICH is funded by the Georgia Power Company, Wachovia Wells Fargo Foundation and the USDA Rural Development. Georgia Electric Membership Corporation and the UGA Partnership Project are implementation partners.

The city of [NAME] is currently in the [NUMBER] year of the program. After completing the three-year program, the housing teams are able to move forward independently toward meeting additional housing and neighborhood revitalization goals. These trained, successful housing teams can then become a resource for other communities in the state.

What are reporters looking for?

- Trends
- Tie-ins to national events
- **People!**
- Anniversaries



How you tell your story

- Tell the **most important** part first
- Know your **message**
- Keep it **short** and to the point
- **Avoid acronyms!**

“I went to DCA where I met with HUD about GLCH and found out we can apply for a CDBG, and DOT may have a TEA grant we can use, too.”

Contact me

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