



PUBLIC
RELATIONS

**SUPPORTING FNS PROGRAMS
THROUGH CLEAR & EFFECTIVE MESSAGING**

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AUTHENTIC EXPERTISE

Value Your Perspective

- Do, See & Hear

Educate the messenger


- Subject matter experts
- Players involved
- Situational analysis



NOV 2
Thursday
03:00^{PM} ET

LIVE DEMO
**NEW SCHOOL
BREAKFAST RECIPES**

Georgia Department of Education
Culinary Specialists



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IDENTIFY GOAL

- Get someone to take an action
- Educate a discussion
- Bring something new to light
- Balance an issue
- Make it real



Consider the audience – who is the target?



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STEPS TO MAKING THE MESSAGE

1. Priority in one *brief* sentence
2. Back-up with 2-3 *brief* points of reason
3. Circle back to priority
4. Give it color, *briefly*



Group Exercise! Craft the message



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EFFECTIVE COMMUNICATION

Who are you talking to

- Perceptions & perspectives
- Opportunities & risks

Active listening

- Positive reinforcement / Affirmation
- Relevant questions
- Signs
- Don't prepare rebuttal or interrupt



EFFECTIVE COMMUNICATION

Prepare

- Focus
- Get comfortable
- Practice (out loud!)
- Re-read

Highlight & Repeat

- Use examples
- Don't overdo it
- Consider a visual



TIP! It's almost never perfect the first time!



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DELIVERING THE MESSAGE

- Flag key points with phrases
The most important thing is
- Use understandable terms
- Key facts & figures
Don't get bogged down in too much detail
- Don't be afraid to pause or follow up later
- NEVER address an issue you don't know



DIFFICULT TOPICS

Know your audience

- Adversarial
- Areas of agreement

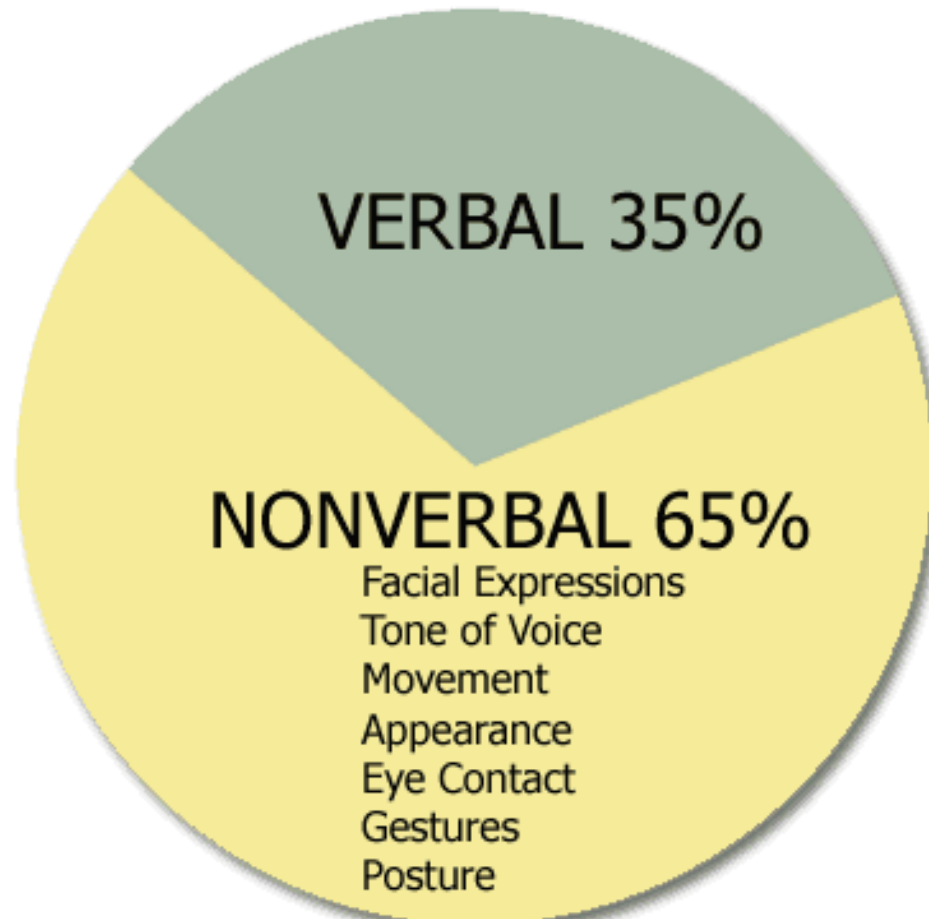
Respectful discourse

- Authentic
- Factual

Manage Emotions



WHAT ARE YOU SAYING WITHOUT WORDS?



NON-VERBAL MESSAGES

- Expression
- Positive demeanor
- Interested attitude
- Engaged dialogue
- Clear speaking
- Professional presentation



OPPORTUNITIES TO SPREAD THE MESSAGE

Media

- Department as audience
- Define roles/responsibilities



KCUR 89.3 | npr | NPR in Kansas City

KCUR
BBC Newshour

Kelly Chanay, director of child nutrition and wellness for the Kansas Department of Education, said statewide training in recent years has focused on eliminating meal shaming.

“They really are working hard not to overtly identify children that don’t have money in their account, and they’re focusing primarily on those parents and guardians responsible for providing the funds,” she said.

“We’ll be doing some training prior to the start of next school year to really stress the importance of all schools updating those meal charge policies.”

OPPORTUNITIES TO SPREAD THE MESSAGE

Social media

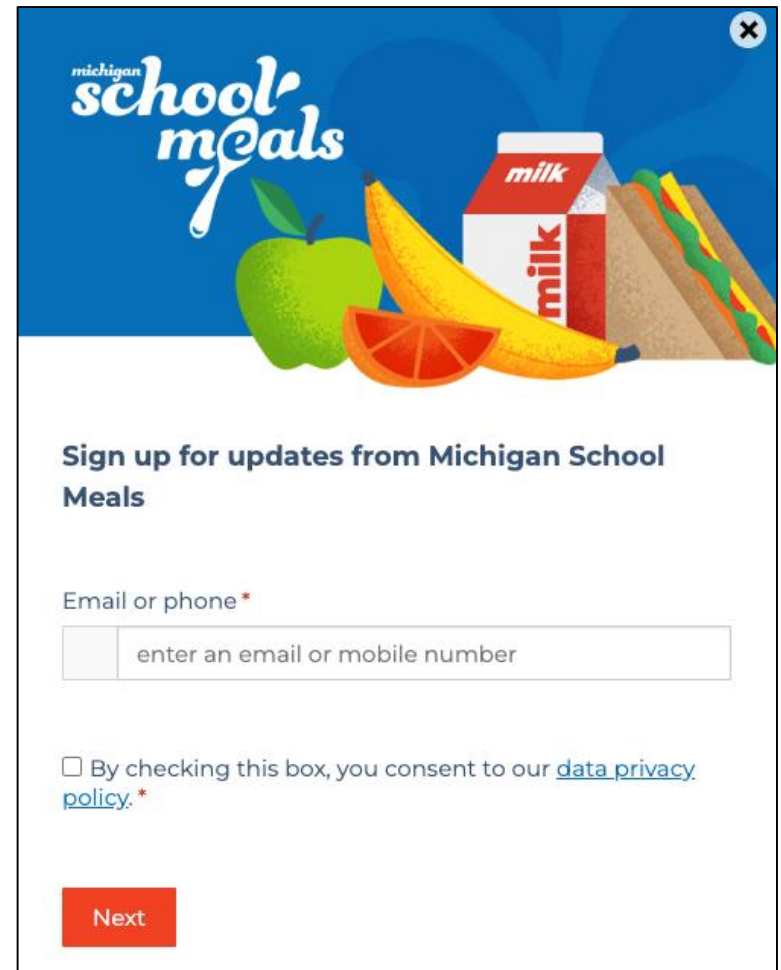
- Existing opportunities
 - Departments
 - Allies / partner groups
- Providing toolkit / resources
- Professional vs personal
- New channels



OPPORTUNITIES TO SPREAD THE MESSAGE

Marketing Channels

- Web site
- Email newsletter
- Other presentations



The image shows a sign-up form for Michigan School Meals. The header features the logo "michigan school meals" in white on a blue background, with illustrations of a green apple, a banana, an orange slice, a carton of milk, and a sandwich. Below the header, the text "Sign up for updates from Michigan School Meals" is displayed. A text input field is labeled "Email or phone*" and contains the placeholder text "enter an email or mobile number". Below the input field is a checkbox with the text "By checking this box, you consent to our [data privacy policy](#).*". At the bottom right, there is a red button labeled "Next".



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**THANK
YOU!**