

Engaging and Developing Media Spokespeople

Peer-to-Peer Meeting | October 1, 2015

John Levesque

Associate Project Director, AdoptUSKids

Jill Marshall May

Director, The National Resource Center for Diligent Recruitment at AdoptUSKids

Melissa Otero

Marketing and Communications Director, AdoptUSKids

Dixon Galvez-Searle

Communications Coordinator, Adoption Information Center of Illinois

Raenell Crenshaw

Foster/Adoptive Parent



NATIONAL RESOURCE CENTER FOR

DILIGENT RECRUITMENT

at AdoptUSKids

Peer-to-Peer Series

Jill Marshall May, Director

National Resource Center for Diligent Recruitment at
AdoptUSKids (NRCDR)

jillmay@adoptex.org

Housekeeping

- This meeting is 60 minutes long, including time for questions and discussion.
- We will record this meeting and have it available on the NRCDR website.
- Your line will be open during part of the meeting. Please mute your line when you are not speaking to prevent background noise. If you don't have a mute option on your phone, you can use *6 to mute and *7 to unmute your line.

Speakers Bureau Benefits and Development

John Levesque, Associate Project Director

AdoptUSKids

jlevesque@adoptuskids.org

Facilitator:

Melissa Otero, Marketing and Communications Director

AdoptUSKids

motero@adoptuskids.org

What Is a Speakers Bureau?

- A diverse group of storytellers who are prepared to speak, support, or promote a particular area of interest
- Speakers are usually volunteers
 - Have experience, knowledge, and expertise related to an organization's mission
- Speakers work to generate awareness, inform, and educate

Benefits of a Speakers Bureau

- Raise awareness
- Promote positive, yet realistic information
- Increase positive media stories to balance the negative
- Increase visibility of an organization or issue
- Increase interest from varied and targeted audiences
- Provide access to readily available professionals, families, issue experts, youth for media, events, etc.

Speakers Bureau Development

- Identify speakers who are:
 - Well spoken
 - Knowledgeable about your organization
 - Passionate about the issues
 - Engaging
 - Energetic
 - Likeable

Speakers Bureau Development

- Ideas to maintain an effective speakers bureau:
 - Engage and establish a database of all current speakers
 - Educate, develop, and support
 - *Practice, practice, and more practice*

Adoptions Unlimited – Illinois

Dixon Galvez-Searle, Communications Coordinator
Adoption Information Center of Illinois

Facilitator:

Melissa Otero, Marketing and Communications Director

AdoptUSKids

motero@adoptuskids.org

Adoptions Unlimited – Illinois

- Identification and outreach of families
- Formal media training
 - Development, support
 - Mock interviews
 - Provided notes, message/talking points

Sample notes: http://adoptuskids.org/_assets/files/NRCDR-org/SpokesfamilyNotesIllinois.pdf

Adoptions Unlimited – Illinois

- Development of short video segments featuring successful adoptive families

<https://www.youtube.com/watch?v=Ljmdoe0GYNg>

Adoptions Unlimited – Illinois



Adoptions Unlimited – Illinois



Adoptions Unlimited – Illinois

- Benefits:
 - Strengthened relationships with families
 - Strengthened relationship with state agency, especially with Communications Team.
 - Positive stories at the ready for multiple opportunities:
 - Media requests
 - Events
 - Focus groups

Adoptions Unlimited – Illinois

- Challenges:
 - Translating speakers bureau into interview and other media opportunities
 - Identification and availability of families for every region, city, town

Media Spokesperson: Raenell Crenshaw

Raenell Crenshaw, Foster and Adoptive Parent

Facilitator:

Melissa Otero, Marketing and Communications Director

AdoptUSKids

motero@adoptuskids.org

Raenell Crenshaw – Personal Story

- Foster/adoptive parent
- Recognized the need for foster and adoptive parents
 - “We can make a difference”

Raenell Crenshaw – Development and Support

- Development, training, and support:
 - Multiple trainings online (webinars)
 - In-person and on-camera trainings
 - Message development
 - Ongoing training and support for specific opportunities and activities
- Practice, practice, practice

Raenell Crenshaw – Activities

- Participated as a spokesperson for the National Adoption Recruitment Campaign
 - Satellite TV and radio media tour
 - Live and pre-recorded interviews for national and local news outlets
 - Spokesperson for National Adoption Month event hosted by the Children’s Bureau and AdoptUSKids

Raenell Crenshaw – Activities

- Participated as a spokesperson for Adoptions Unlimited National Adoption Month media event in Chicago, IL
- Selected for Human Interest film highlighting adoption and foster care
- Participated in several media interviews during National Adoption Month, including:
 - *The Washington Post*
 - *Danville News-Gazette*

Raenell Crenshaw – Challenges

- Work and family commitments
 - Time/availability

Raenell Crenshaw – Advice

- Participate with available media trainings
- Practice!
- Support and guide potential spokespeople through the process of training and development
 - Good communication
- Maintain regular contact with family

Questions and Discussion

Please mute your line when you are not speaking. Use *6 to mute and *7 to unmute.

Next Peer-to-Peer Meeting

Save the Date!

Every month is National Adoption Month!

Thursday, December 10, 2015
2:00 p.m. - 3:00 p.m. eastern



Adopt US Kids

Together we hold their future

888-200-4005 • ADOPTUSKIDS.ORG

AdoptUSKids is operated by the Adoption Exchange Association and is made possible by grant number 90CQ0003 from the Children's Bureau. The contents of this presentation are solely the responsibility of the Adoption Exchange Association and do not necessarily represent the official views of the Children's Bureau, ACYF, ACF, or HHS.

