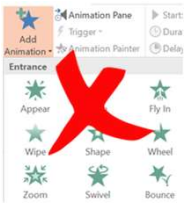
VISUAL AID TIPS

DESIGNING YOUR VISUAL AID

COLOR SCHEME

SANS SERIF FONT

AVOID EFFECTS



AVOID CLIPART

USE GOOD PHOTOGRAPHY

GOOD EXAMPLE OF A SLIDE:

How JUUL uses advertising to appeal to youth

- Bright Colors
- People Partying
- Bold Text

Limit the amount of text on the slide. explain each bullet point in your own words.

BAD EXAMPLE OF A SLIDE:

TOO MUCH TEXT

DIFFICULT FOR AUDIENCE TO FOLLOW

SWAT SWAT SWAT SWAT SWAT SWAT SWAT SWAT SWAT SWAT SWAT

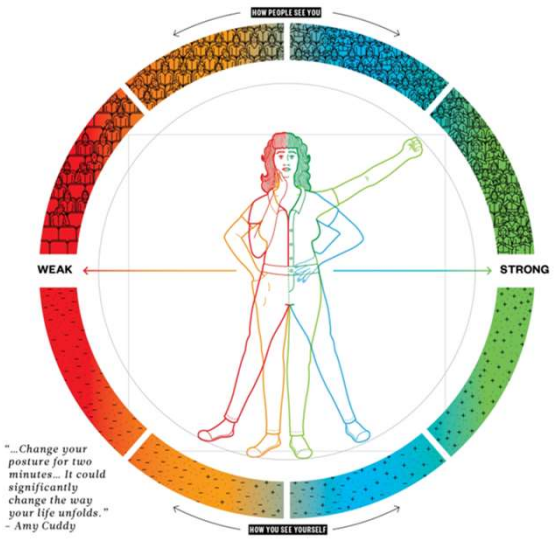
BUILDING CONFIDENCE

- Practice, practice, practice!
- Choose a Power Pose!
- Visualize the setting of the room

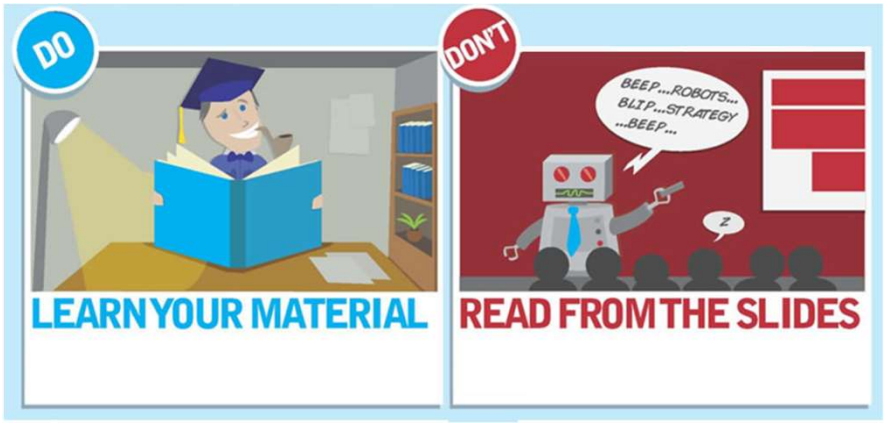
& MANAGING NERVES

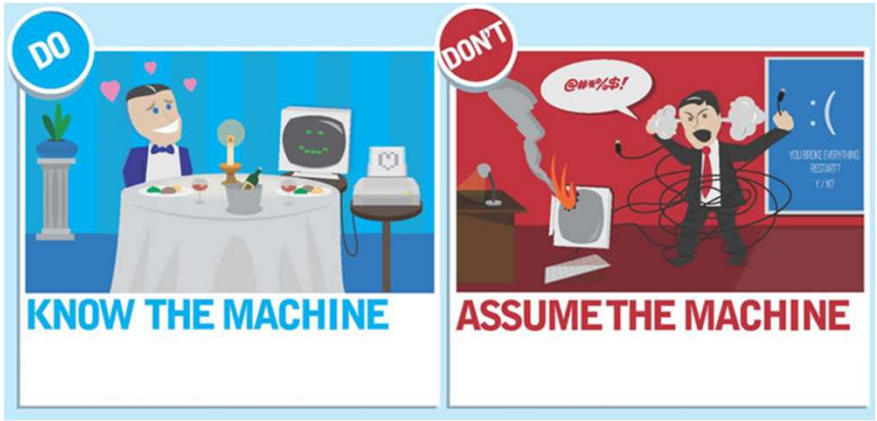
- Take deep breaths
- Arrive early to become comfortable with room
- Visualize your success

WHAT'S YOUR POWER POSE?



PRESENTATION DO'S & DON'TS





DO
Once Upon a Presentation...
TELL THEM A STORY
DON'T
THE INCREASE IN MARKET REVENUE REMINDS ME OF MY CAT SERGEANT KITTYHAMMER...
MEEP!
GET TOO FAR OFF TOPIC

DO
KEEP IT SIMPLE
DON'T
NEXT ON SLIDE 1047 YOU'LL NOTICE A SLIGHT INCREASE.
OVERDO IT

REMEMBER: POSTURE, BODY LANGUAGE, TONE, EYE CONTACT & CONFIDENCE!

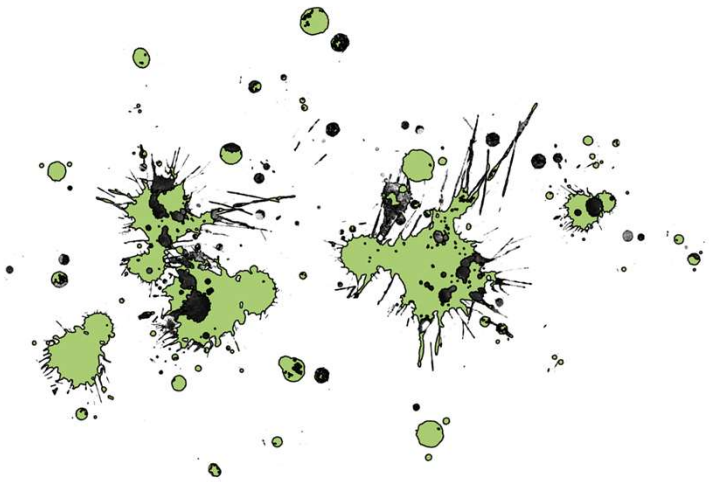
SWAT SWAT SWAT SWAT SWAT SWAT **SWAT** SWAT SWAT

News and Social Media

How to Make an Impact

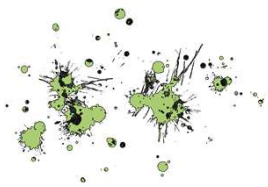
WHAT IS NEWS MEDIA ADVOCACY?

Media advocacy is the use of any of form of media to help promote an organization's objectives or goals, which come from the group's vision and mission.



WHEN SHOULD YOU USE NEWS MEDIA ADVOCACY?

- Announcement of new SWAT initiative
- Promote information tied to community news
- To influence policy change
- When SWAT has achieved something important



SWAT SWAT SWAT SWAT SWAT SWAT SWAT SWAT SWAT **SWAT** SWAT SWAT SWAT SWAT

WHY SHOULD YOU USE NEWS MEDIA ADVOCACY?

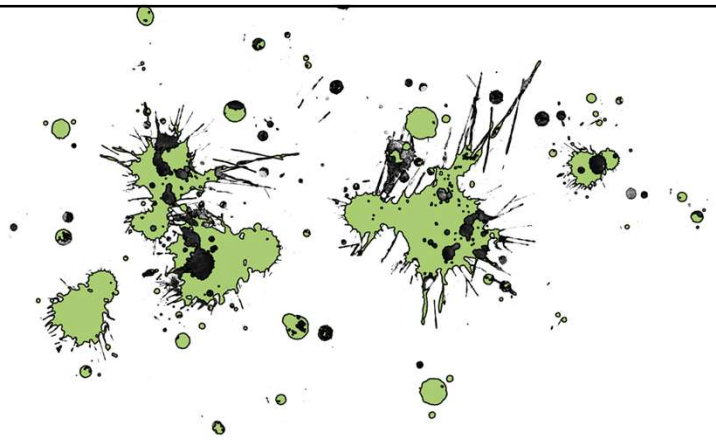
- Inform the public through the media
- Use the media to pressure policy makers to create change
- Influence the media to give SWAT media coverage
- Persuade the media to cover the kinds of stories that will influence community member decisions

HOW DO YOU USE NEWS MEDIA ADVOCACY?

- Press Release
- Letter to the Editor
- Op-Ed
- Editorial Board Meetings
- Media Interviews
- Media Event/Press Conference

DEVELOPING YOUR NEWS MEDIA ADVOCACY PLAN

- What is the problem you are highlighting?
- Is there a solution?
- Who can make the solution possible?
- Whose support do you need?
- What do you need to do or say to get attention?



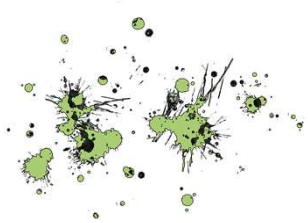
ENGAGING THE MEDIA

STEP 1: DETERMINE YOUR OBJECTIVE

DETERMINE YOUR OBJECTIVE

- Why do you need to communicate with the media?
- What messages do you want to convey through the media to your audience?
- What do you want your audience to know, feel or do?

STEP 2: IDENTIFY MEDIA OUTLETS



IDENTIFY MEDIA OUTLETS

- Local news TV station
- Local newspapers
- Local radio station
- School student newspaper or magazine