VISUAL AID TIPS

- Outline your presentation first
- Keep it simple!
- No paragraphs on slides
- Include visuals like images and charts

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
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
LEARN YOUR MATERIAL

DON’T
READ FROM THE SLIDES

DO
KNOW THE MACHINE

DON’T
ASSUME THE MACHINE
News and Social Media

How to Make an Impact

Remember: Posture, Body Language, Tone, Eye Contact & Confidence!
WHAT IS NEWS MEDIA ADVOCACY?

*Media advocacy* is the use of any 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
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