

---

# FULL COURT PRESS

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## Building Budget Buzz

Media Advocacy Workshop  
& General Media Overview

*You can do this!*

*\* Lifetime Guarantee Included \**

# What is success? How do you get there?

---

- Planning now means success later
- Do a few things really well – prioritize
- Stay **focused on your goals**
- Use the media & other dissemination strategies to achieve them.



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Make a Plan to Communicate

---

- Make communications an organizational priority
- Think “Dissemination” not “Media Relations”
  - Go beyond the media
  - Own your target audiences
- Utilize proven resources/Ask for help
  - Smart Chart
  - Communications Trainings
  - Ask your team – we are living in a communications culture

## SMART CHART 3.0

An Interactive Tool to Help Nonprofits Make Smart Communications Choices

---



COMMUNICATIONS LEADERSHIP INSTITUTE

---

## FULL COURT PRESS

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## So...You're New To This?

---

- Your skills apply.
  - You can **think**.
  - You can **write**.
  - You can use a **telephone**.
- All of your daily work skills are transferable.
  - Persuasion
  - Cajoling
  - Consensus building



---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Public Speaking Fundamentals

---

- Be Prepared
- Do your homework
- Is it better to be right?  
Or effective?
  - Being right means you need to be confrontational
  - Being effective means you actually make headway
- Connect – dry facts won't do it
- Always come home to your key messages
  - Regardless of the question asked, know the top issues you want to discuss and always come back to them.



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Where Is Your Audience?

---

Start where they are

- 55% of Americans watch **TV news every day**
  - 41% read newspapers
  - 41% listen to radio news
  - 16% consume online news
  - 80% getting daily news from these mainstream sources
- (Source: Pew Center for People in the Press 2004)



Slide courtesy of SPIN Project Media Training

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Where Is Your Audience?

## Regular News Sources

	Percent who regularly <u>watch/read/listen</u>
Local TV news	71
Local daily newspaper	54
Network evening news	46
Fox News Channel	43
CNN	39
Network morning shows	34
National Public Radio	28
News from Google, Yahoo, etc.	25
News magazines	23
TV news websites	22
O'Reilly Factor	17
Daily Show, Colbert Report	16
NewsHour with Jim Lehrer	14
Major newspaper websites	12
Online news discussion blogs	11
Rush Limbaugh's radio show	8



Pew 2007

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

Slide 7

# BEYOND the Mainstream Media

---

## Think beyond the Mainstream Media

- Where is your target audience?
- Who do they rely on for information?
- How do they make decisions?

## Strategies for Broader Dissemination

- Ethnic Media
- Internet Communications
- Specialty Publications
- Direct communications – FIND THEM

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

---

# Messaging



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Learn from the Pros

---

- Passion vs. Getting it Right
- You can't convince everyone.
  - Empower your supporters
  - Educate the neutrals (give them a home)
  - Ignore (and/or isolate) the hostiles

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## Learn from the Pros

Chevron campaign tries to balance need for oil with global warming – *SF Chronicle* 9/28/07

Chevron executives say they know that an advertising campaign, even one this lavish, **won't make everyone love them**. The company's market research consistently show that some people approve of oil companies and some despise them. "And it doesn't matter what we say - they're going to feel that way," said Helen Clark, Chevron manager of corporate brand and reputation

**"But there's a large faction in the middle that really is open."**



Chronicle / Erick Wong

**FULL COURT PRESS**

A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency

# DEVELOP Your Key Message

---

- GOAL: **An easily understandable sentence** or two that immediately evokes interest and curiosity when spoken to a reporter.



---

**FULL COURT PRESS**

---

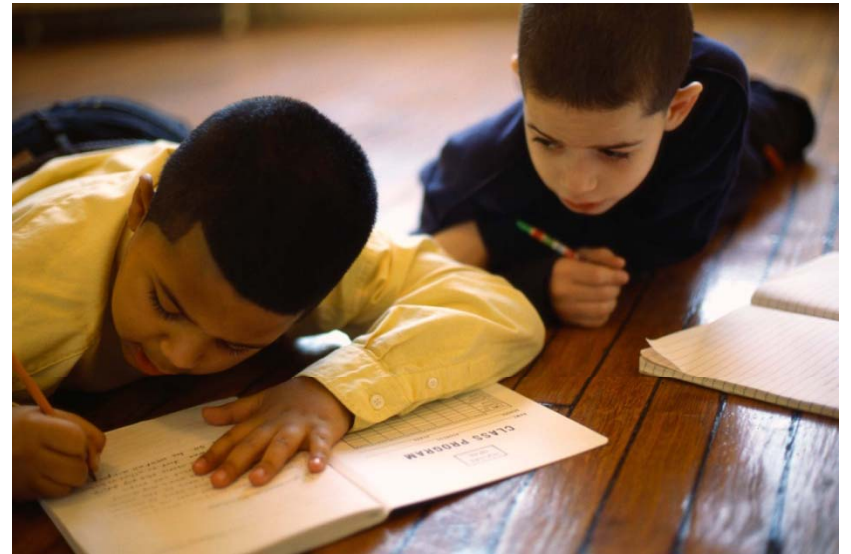
*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# DEVELOP Your Key Message

---

How do I do it?

- What do you need from the target audience?
- What do they need to hear to do what you need them to do?
- How is your message unique and different.
- Why will you breakthrough with your message?



---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Developing & Delivering Your Key Messages

---

- Regardless of venue – media, internet, in-person
- General message
  - Know your target audience
  - Strategic Planning – Smart Chart & other tools
  - Goal: Glean to one or two key messages
- Issue/Crisis specific
- Prepare, Prepare, Prepare.
  - Develop a tight message, understandable by the widest audience.
  - Know your audience.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Storytelling – The Importance of Anecdotes

---

- **Storytelling is common** thread through all cultures
- **Humanizing.** Anecdotes are a way of personalizing the issue
- **Impact** - Anecdotes are a way for audience to understand your perspective – more powerful than text of your remarks
- **Linkage** – a story can personalize an issue much faster than reciting statistics, historical facts or personal biases.
- **Credibility** – anecdotes allow you to “borrow” someone else’s credibility



Graeme Frost, SCHIP Kid

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## Storytelling – Recent Examples

---

- **Proposed California budget cuts affecting most vulnerable**

- County could lose \$262 million loss in federal and state money (CCTimes 7/3/08)
- In the end, Nick Robinson just couldn't afford the Bay Area. And with pending state budget cuts threatening the foster care counselor's programs and salary, he decided to pack his belongings and leave Walnut Creek for Boston.



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## Storytelling – Recent Examples

---

- **Boy's special medical care imperiled by state budget crunch** (Sac Bee 5/11/08)

Derek Longwell's wheelchair bears all the scars of rough handling by a fully charged 13-year-old boy: scratched metal frame, chipped paint, worn treads and a perpetual coat of dust on the footrest.

The teen with dark chocolate hair and olive-tinted eyes suffers from spina bifida, a birth defect that has left him with an incomplete spinal cord and an inability to walk. But a committed team of doctors and his devoted parents, backed by a specialized state health care program, have enabled Derek to enjoy an active life outdoors.

Now the state's ominous fiscal forecast is threatening to disrupt Derek's ability to see his doctors in a timely manner or get leg braces to fit his growing body.



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# My California Story.org

---



- MyCAStory.org
  - Share videos
  - Share written stories
  - Discuss all of the impacts
  - Post comments in our blog

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Framing – The SPIN Way

---

Frame: **Your** analysis of the issue.  
The frame defines what's in your story

- Use your frame:
  - To advance your position
  - put opposition on the defense and you on the offense
  - define issue & players to control debate
  - focus and clarify your issue
- For maximum media impact
  - to get reporters interested
  - to effect more people
  - to make your story newsworthy
  - to create hooks and newsworthiness



---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## Framing – The SPIN Way

---

- **Frame** the issue by answering these questions:
- What is this issue really about?  
Broader subject and theme
- Who is effected? Bigger, wider potential audience, more drama and reach
- Who are the players? Good guys, bad guys
- What hooks does this frame contain?  
Controversy, human interest, trend, etc.
- Bonus question: What **pictures and images** communicate this frame?

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Framing – In Action

---

Preschool for all of  
California's children

Enormous unnecessary  
public expenditure

OR

Wise public investment  
to improve lives, reduce  
crime & increase  
college graduates



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Key Considerations for Internet Communications

---

## Thinking about using internet and social networking tools?

- Simple instructions create complex solutions
- What would you do with 10,000 people for 10 minutes?
- Wisdom of crowds



### WHAT YOU CAN DO

- Sign the petition to CEO Rex Tillerson!**
- Tell Congress to take action NOW on global warming!**
- Host a screening of the film *Out of Balance***
- Use your stocks or employment for change**
- Adopt a local Exxon or Mobil Gas Station**

---

## FULL COURT PRESS

---

A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency



# An Inside Look At The Media

# How The Media Operates

---

- **Who's who in the newsroom?**
  - **Assignment Desk** takes in all the information about the day's events & assigns priorities
  - **News Director** determines who gets assigned to cover what, the relative value placed on the story, and where it will appear.
  - **Reporter** is overworked and undereducated on your issue. They will have only a moment to process why they are there covering your story. Be quick and confident when explaining why you are important.
- **Myth-busting.** They WANT to hear from you – if you have what they need

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# How The Media Operates

- Eternal quest for content
  - In our world, TV news has too much time to fill
  - TV looks for local angles to all National & International Stories – make sure you give them one.



**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# What Makes a Story?

---

- **Controversy.** The worse it is, the better for the media.
- **Conflict.** Between groups of people, industries, issues or ideas.
- **Problem/Solution Dynamic.** If you want to talk about a problem, YOU'D BETTER tell them a solution.
- **Timeliness** & competitive advantage (Is it an exclusive to that paper or TV station?).
- **Access to & reliability of sources** – often just knowing there is someone who can educate a reporter on an issue is reason enough for them to feel comfortable enough to do a story.
- **People/Personalities.** Large mistakes by little people or Small mistakes by big people.



---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# What Makes a Story?

---

- **Dramatic Human Interest.** Include the stories of real people, their triumphs, tragedies, and anecdotes.
- **Trends.** Stories that suggest new opinions, behavior patterns and attitudes. **Three is a trend;** find at least three examples to assert that a new trend is emerging.
- **New Announcement.** “Unprecedented” or “groundbreaking” or “first-ever”. Reporters are only interested in new news, not old news. Make it fresh.
- **Localize** national story (and vice versa). Take a nationally breaking story and emphasize its local impact



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# What Makes a Story?

---

- **Anniversaries/ Milestones.** One year later, 5 or 10.
- **Fresh angle on old story.** Take old story add fresh twist.
- **Stories.** Individuals, community leaders, or galvanizing spokespersons who may become news themselves.
- **Special event.** A huge conference, rally, or gathering. Frame event to capture the issue and importance.
- **Rapid Response.** React & OWN news others have made.
- **Celebrity.** If you have a celebrity on your side, someone known in your community, make sure they are included in the story.
- **Strange Bedfellows.** Have unlikely allies come together in solidarity over your issue? Highlight it in your story.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# What a Reporter Needs From You

---

- A quick synopsis of the situation as you see it
- Honesty & Forthrightness
- Clear and concise answers
- Quotable quotes & a sense of humor
- Access (24/7 during crisis or respect deadline)
- Positive & non-defensive attitude
- Mastery of issue(s)
- Become a resource

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

---

# Media Relations & The Question & Answer Game

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

It should NEVER be this way

---



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## Media Relations - Establish Ground Rules

---

- Determine the focus of the interview
- Determine the length of the interview ahead of time
- There is NO "Off the Record"
- News is a dialogue with the community: newsworthiness is your way in
- Always return reporters' calls before deadline
- Tell your story: Don't answer reporters' questions, respond with your message
- If you don't have news...leave them alone or think of something!

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Bridging – The Ultimate Answer

---

- Questions come from all sides
- Not all direct answers will achieve your end goals
- Not all questions will call for a response using key messages.
- How do you get from a bad question to a good answer?
- Bridging – the process of answering a question with the answer you want to give.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Bridging – A Quick “How-To”

---

- **Stories & Anecdotes**
  - Nothing disarms a hostile or indirect question better than a good story. Think about things you’ve seen in the paper
- **Getting back on message**
  - Regardless of the question, listen for **one nugget**, one item that gives you grounds to go back to your core message
- **Get Personal**
  - “I believe...”
  - “I’ve seen...”

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Knowing When You've Said Enough

---

- How reporters operate
  - “The Rhythm Method” – An interview that speeds up as it goes along. Eventually you get caught speaking without thinking. That’s when trouble hits.
  - “The Buddy System” – You can tell me anything. I’m your friend.
  - “Just the Facts” – Calling to check statistics without understanding the story/context behind them. Make sure the reporter understands the whole story.
- Sound bites/quotable quotes ARE enough.
- Correcting your own mistakes. There’s always room for negotiation.
- When you don’t have the answer...say so.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Responding to Questions

---

- **Answer one question at a time.** If an interview asks numerous questions, tell her which you are going to respond to first. Always select the question that best allows you to deliver your message.
- **Be brief and concise.** You should be able to respond to any question in less than one minute, preferably 30 seconds. Let the reporter ask follow-up questions if she wants additional details. Introduce new material only if it lets you restate your message.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Responding to Questions

---

- If you don't know the answer...say so. Don't try to bluff your way through with a response that may lead to a new line of questioning.
- Restate the question if appropriate. This allows you the time to think about your response if you are not sure.



---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Responding to Questions

---

- **Correct it.** Don't be afraid to correct misinformation or a false premise. Be firm. If someone paraphrases you incorrectly, politely correct them and restate exactly what you said.
- **Your Message Rules.** Always use the questions to emphasize YOUR message. Build verbal bridges to keep the focus on your strong positive areas.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Responding to Questions

---

- **Rephrase** long & rambling questions. Answer them in a way that allows you to restate your message.
- **Don't be defensive.** If a negative question is asked, start with a positive statement, such as "you've asked an interesting question; however I believe..." or restate the negative question in a more neutral manner.
- **Bias.** Try discern any bias from the questions. Get the reporter to reveal what she is interested in or suggest the important aspect as you see it.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Responding to Questions

---

- **Know who you are taking to.** What media outlet? What prior stories on the issue? Talked to the other side yet?
- **Know your stuff.** Know your key message before you pick up the phone or sit down with the reporter
- **Target your answer.** Always remember your audience on the other side of the reporter (General population? Donors? Political leaders?) Tailor your message to that audience.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Responding to Questions

---

Finally...

- **Give the headline first.** At the beginning of your answer, state your conclusion, then support it with facts.



---

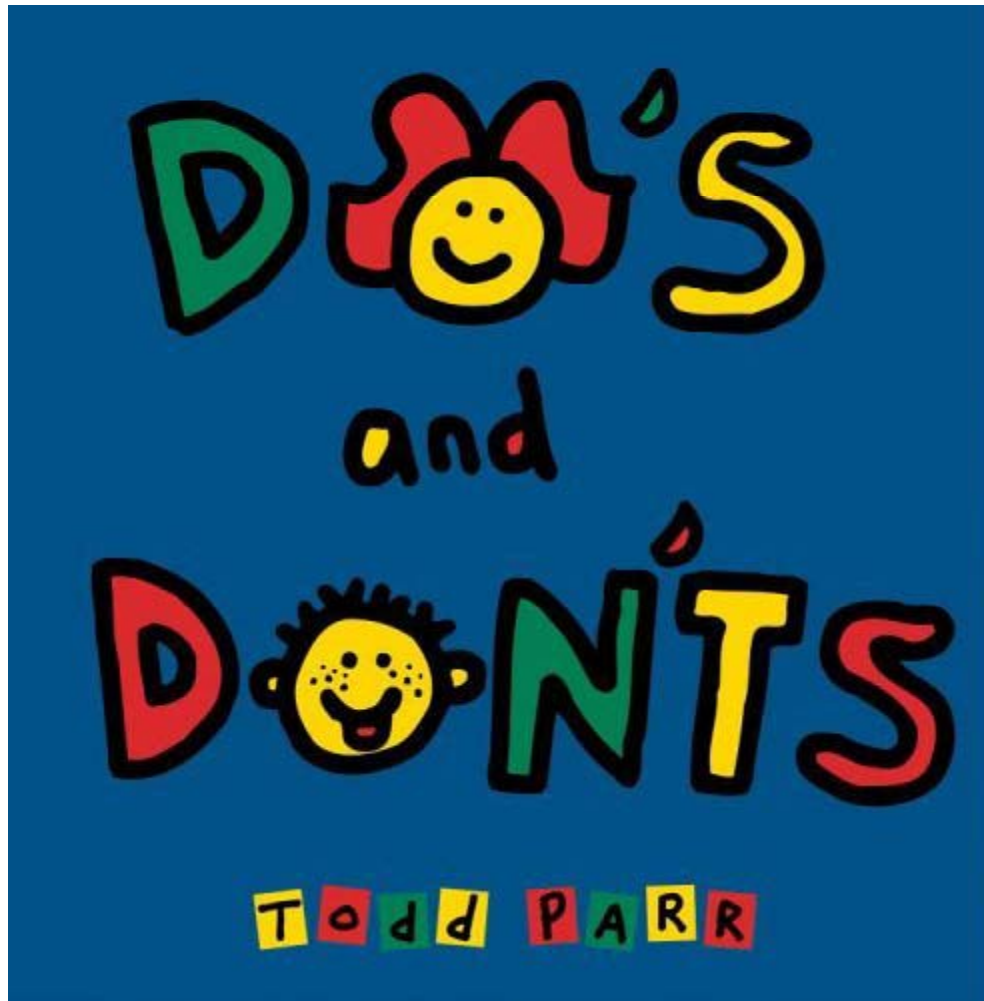
**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Do's & Don'ts For Effective Interviews

---



---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Do's & Don'ts For Effective Interviews

---

## Do's

- Always consider the purpose/objective of the interview.
- Evaluate your audience and its needs.
- Anticipate questions & prepare answers in advance.
- Be prepared. Know the issues in your area.
- Establish early rapport with reporter.
- Develop message(s) in advance
- Rephrase & defuse a hostile question.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Do's & Don'ts For Effective Interviews

---

## Do's

- Always deliver your message, regardless of the question.
- State your conclusion first, then back it up.
- Listen carefully. Listen for clues for bias.
- Stay calm.
- Be brief & to the point. Speak in short, quotable phrases
- Watch your body language.
- **Be prepared to answer the question you PRAY isn't asked.**

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Do's & Don'ts For Effective Interviews

---

## Don'ts

- **Don't lie.** Lies are NEVER preferable to the truth.
- Don't say "No Comment" or appear evasive. Take the time to prepare for and answer the hard question in a way that benefits you.
- Don't lose your temper or argue with a reporter.
- Don't answer "What if" questions.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Do's & Don'ts For Effective Interviews

---

## Don'ts

- Don't let a reporter put words in your mouth.
- Don't ramble.
- Be short and to the point.
- Don't be afraid of silence.
- Don't use industry jargon. Use the language of the reader/viewer.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Image Basics

---

- **Be natural.** Do not use extensive hand, arm, shoulder and facial gestures.
- **Clothing:**
  - Business-like whenever possible.
  - Avoid Blacks & Whites for TV. Use grey & blue for suits. Off-white, blues and other solids for shirts.
  - Avoid large jewelry or “campaign” gear.
- Don't be afraid to use make-up.
- Bring a comb or brush for the last-minute fix.
- **Be upbeat, personable, and as likeable as you can.** Smile, even when it's a tough question.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# On-Camera Basics

---

- **Look at reporter** or interviewer...not the camera. Find a spot above her eyebrows in the center of her head and focus on it.
- Don't address reporter by name.
- Avoid any/all distractions...even shouting or loud noises behind you or off-camera.
- **Don't repeat question** during your answer.
- Never be afraid, if you are not live, to ask reporter if you can answer question again. Just don't do it too often.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---



---

## **FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---

- **Neutral Question**

- Example: What is the purpose of \_\_\_\_\_ ?
- The response to this type of question usually requires providing no more than basic information.

- **Non-Question/Statement**

- Example: You haven't addressed the issue of your unfair treatment of \_\_\_\_\_ ?
- Turn the statement into a question. Respond by identifying the core issue and use "I'm hearing an important question in your statement regarding whether..." Then answer the question utilizing your key message(s).

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---

- **False Premise**

- Example: Now that \_\_\_\_\_ has done \_\_\_\_\_ , what do you plan to do with \_\_\_\_\_?
- Correct the false premise immediately, with as much specificity as possible. Use the key message you have developed and wrap it around the false premise. Try: “Actually, there are XXXX people affected by this. Therefore, any movement forward should include \_\_\_\_\_.”

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---

- **Double Question**

- Example: Isn't it true that you just want to \_\_\_\_\_ and that this is just another way your organization is attempting to \_\_\_\_\_ ?
- Answer each question separately and identify which you choose to answer first. Remember to always lead with the question that allows you to deliver your key message.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---

- **Rambling Question**

- Example: The reporter attempts to recite a rambling history of the situation as she sees it. The questions lasts over a minute. What do you do?
- First, identify any bias or false premise and correct it. Then try to paraphrase the question and respond only to the part that allows you to deliver your message(s).

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---

- **Unrelated Question**

- Example: How do you feel about greater efforts to pursue \_\_\_\_\_?
- Take control by acknowledging the comment and moving on to a different, more relevant topic. If you can build a verbal bridge between the two...great. If not, smile and shrug your shoulders saying “That is an important issue, but not one that we spend a lot of time working on. What we do is...”

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---

- **Hostile or Irrelevant Question**

- Example: Sometimes groups like yours have exploited those they are supposed to help. What have you done?
- If the question is hostile, calmly, but firmly disagree. Restate the question in a more favorable light and deliver your message.
- If the question is irrelevant, respond by indicating that the issue is not the point of the discussion and restate one of your messages.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Types of Questions – Prepare your own

---

- “Stab-In-The-Back” Question
  - Example: “Members of your community have said \_\_\_\_\_. How do you respond?”
  - Try not to criticize. Acknowledge that individual’s right to express her opinion and state your message as a counter.

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

# Let's Practice

---

- Saying it out loud DOES help
- You are among friends
- Keep it simple

---

**FULL COURT PRESS**

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## Now What? Here's a To-Do List

---

- Get to know the media who cover your issues.
- Get phone numbers, fax numbers, email addresses. Become a resource when you see a relevant story.
- **Develop your THREE key messages.**
- Make communicating with the media an organizational priority.
- **Don't be afraid to learn by mistakes.** Media stories are like stones tossed in the water. They ripple, get some notice, and then vanish.

---

**FULL COURT PRESS**

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

---

# FULL COURT PRESS

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

## **Additional Resources**

SpinProject.org – resources, templates, &  
how-to's

SmartChart.org – tool for building your  
communications plan

---

# FULL COURT PRESS

---

*A Full Service Public Relations, Public Affairs  
and Crisis Communications Agency*

Dan Cohen  
Principal

Full Court Press Communications  
dan@fcpcommunications.com  
510-465-8294