

TELLING YOUR STORY: STRATEGIC COMMUNICATIONS

Friday morning, 10:15 a.m. – 11:45 a.m.

At our last communications-related session at the 2012 Portland meeting, partners' shared how they were using social media and gave tips for working with journalists and attracting publicity. This time, we thought we should take a step back and learn about how partners are shaping their overall communications strategy – social media, television, video, traditional print media, the blogosphere, etc. – in order to have more people use the data and analysis produced and raise the profile of their organizations. While the mechanics of data acquisition and analysis can consume a great deal of time, the panelists all illustrate how communications is also essential to accomplish our missions and critical in our engagement with the public and other stakeholders.

The purpose of this session is to present examples of communications strategies from the panelists and other partners in order to prompt thinking about how their current communications efforts could be more effective in moving information to action.

Sheila Martin from Portland State University will moderate the session. Lionel Foster, Communications Associate at the Metropolitan Housing and Communities Policy center at the Urban Institute, will begin with his perspective as a former journalist who is now working to distill complex research on urban policy for broad audiences.

Mark Abraham from DataHaven will share how he approaches communications for his organization (including @urbandata) and plans for the different audiences that DataHaven seeks to reach.

Ben Horwitz from Greater New Orleans Community Data Center will describe their experiences connecting with local media, as well as their motivations and plans for re-branding.

Each panelist will talk for about 10 minutes. After a short exchange among the panelists, Sheila will open it up for questions and to hear examples and ideas from other partners.

Questions for Discussion

1. Are there resources or examples that partners can share through the network to help fellow sites?
2. Are there training sessions or other supports that NNIP can provide through the network? Or referrals to resources from external organizations?
3. How can partners participate in thinking about and executing the communications strategy for the NNIP network as a whole?