



Good
Deeds
Day



Introduction:

Doing Good has united our global community to be in solidarity with one another. The job of the Good Deeds Day Coordinator is to be a generator of value, impact, and solidarity.

As a community, we know that one of our tasks is to **position this initiative before the media**, with the purpose of inviting more people to do good deeds. The truth is that this type of effort has implied a series of challenges due to the difficulty of access to these visible spaces.

That is why in this guide we are going to develop some basic but essential points to **understand the context in which people who give media coverage operate**, and the role that we can play as country managers to **open opportunities for exposure in the media**.

Managing the press is not an easy task, but here, in this space, we are going to learn together to continue Doing Good and leaving our own mark.



Empathy

This capacity is a tool that adds value when approaching the media of our country. Generating a first contact from a place of empathy will open doors for us over time.

To develop this empathy, **the first thing is to understand the context of the media.** This implies that we go to a newsroom and observe what is going on there.

Each press room usually has a similar operation, the hours are spent between reporting, emergencies, last minute issues and little availability to check emails or answer calls. Time becomes a precious commodity for people who work in media coverage.

Let's imagine this routine:

7:30 a.m. The first hours of the morning give rise to a meeting with the editorial team, to define topics and sources.

9:00 a.m. It's time to go cover, go out, arrange meetings, make a phone call to get a source and find the news.

10:30 a.m. Back on the news station and sitting in the newsroom, it's time to start writing, narrowing down the information, and editing to get it on the air.

11:30 a.m. The news is ready and goes to production.

12:00 p.m. On air.

The afternoon shift is usually very similar, since the topics are assigned from the morning and as we can attest, time is limited.

Now, how do we make space for ourselves in such a saturated routine?



Generate value

Given this context, it is important to understand that in order to open a space in a journalist's routine and, of course, of the media that they represent, **we must create content of great value so that it is taken into account and competes with other topics of national interest.**

Let's generate value!

Let's work on the value proposition of Good Deeds Day in each of our countries. How do we do it?

I. Who is GDD directed at?

Although we want to spread good deeds to all people, the truth is that there is a public that empathizes more with the objectives and purposes of GDD.

Let's discover our audience! Here we will share some valuable aspects to answer:

- Who are they? Find out their age range, profession/study, place of residence, opinions, tastes, and preferences.
- How can they be linked? Talk to them through the media of your choice. Something very important is that in addition to understanding, which is the ideal means of communication, you also must identify the journalist who covers the topics that we can provide from GDD.

Example:

Audience: primarily young, between 18 and 35 years old, student and professional, take advantage of their free time to volunteer as they are characterized by being active and committed people.

Media of choice: aimed at young audiences or with great national coverage, with a focus on social, service, volunteering, outdoor activities. It is important to inquire about the profiles of journalists who are linked the most (our information will not interest an economics journalist).

In this link you will be able to review in depth the different points that allow us to identify our target audience: <https://www.youtube.com/watch?v=AvDITlqpoMk>



II. What are we going to tell them?

A message that provides value¹. It is time to tell the story of solidarity and volunteerism of Good Deeds Day and to provide data, as well as to argue the reasons why this initiative generates solutions and assertive responses to different problems in society.

Some information from GDD that generates value:

- Global and national impact data.
- Solutions that contribute to social problems.
- Coverage of projects according to thematic: health, childhood, disability, gender, culture, environment, education.
- National volunteer network.
- Hours contributed to social work.
- Indicators of achievement by project.

Example:

Good Deeds Day has brought together more than 110 countries worldwide with the purpose of creating a culture of volunteering that generates solutions to social problems.

Costa Rica is the second country in the world to add more volunteers. In 2019, 30 thousand people joined in projects with an impact on education, health, and the elderly.

It's time to make ourselves news!

III. How are we going to communicate it?

Apart from valuable content, **creativity will be another fundamental tool to attract the attention** of the media and convince them to give media coverage to our activity or statement.

It is important to define which will be the channels to communicate:

- Email
- Phone Call
- Message
- On site or virtual meeting
- Invitation to an activity

¹ It is important that the information provided to the media is truthful and from reliable and verifiable sources. In this way we will earn the trust of the medium for future consultations.



As well as the most effective formats to count this valuable information:

- Report
- Photo gallery
- Videos
- On site activity
- Press release
- Exclusivity

If we are going to hold a press conference, the invitation to call journalists must have a **headline that draws attention**, provide information on the issues to be addressed and generate expectations so that they consider it essential to attend.

On the other hand, if you want to share a press release or report to be published, it must contain a **current focus, news and in line with the issues covered by the media and the journalist**. It is also recommended that it be **accompanied by the necessary supplies**, for example, photographs, infographics, videos, interviews with spokespersons, among others.

Going beyond the traditional will open more opportunities, so we must think about how to get that invitation in an attractive way, what will be the headline that will attract attention? What is the moment or international framework (example: volunteer day) to carry out the activity?

Example:

Let's imagine we will send a report.

Email subject: 30 thousand volunteers donated more than 100 thousand hours to solve social problems

Attachment: pdf report (less than 3MB in weight) + infographics + photographs + YouTube or Drive link where the video of a spokesperson is hosted.

Body of the email: Personalize the email, incorporate the name of the person to whom it is addressed, introduce yourself, no more than two paragraphs of five lines explaining the value of the attached content and some closing lines making yourself available to the medium.

Follow-up: Telephone call, meeting, visit or any other action that allows you to get closer to the medium and deep dive into the content.

Advice:

GDD is an international network. Getting in touch with other countries in the region that have been successful in media coverage is a way to acquire ideas, improve our proposals and have good results.



IV. What solutions will we provide?

Let's think of the types of solutions we must provide

- Solutions to social issues
- Solutions for the media

It is important that solutions to social issues are aligned with the value message that was developed in step II.

To better specify and exemplify the solution that GDD is providing, we can align the actions and themes of the projects with the Goals for Sustainable Development (SDG), Universal Declaration of Human Rights (UDHR), local issues, among others.

Example:

GDD initiative in Costa Rica has contributed to the fulfillment of Sustainable Development Goal number six, to reduce inequalities, by training 35 Afro-descendant women on issues of female empowerment and entrepreneurship.

The purpose of this specific project of GDD is to promote the economic autonomy of women to counteract the high unemployment rate that exists in the province of Limón.

Secondly, as part of empathy towards the people who give media coverage, we must consider that **the more complete the information we share is, the more likely it is to be published by the media.**

The main recommendation is that we can prepare a press kit, where we include all the necessary materials. We recommend this because on many occasions the press does not have the time or the availability of recording equipment to provide coverage in person.

Press Kit:

Some of the informational materials that we should include:

- Press release
- Infographic
- Audio of the spokesperson
- Video of an interview with the spokesperson
- Illustrative photographs
- Support shots (video)



We are on air!

Hearing this can fill us with nerves, adrenaline, and excitement, so let's get ready to open many Good Deeds Day exposure opportunities in the media.

Once the valuable information, solutions, informative materials and all the analysis and aspects detailed above have been generated, it is important to define some details:

Definition of the topics on which you want to deepen on

This will help to “sell” to the media a news focus on which the interview will take place. For example:

- Address the issue of volunteer work and its impact, within the framework of the International Volunteer Day.
- The role of our country in a global initiative: this implies knowing the history and general data.
- GDD's commitment to the social development of the country.
- Open projects for viewers to volunteer.

Selection and training of the official spokesperson

Let's start by defining what and who is a spokesperson? A spokesperson is a person designated by an organization to express authorized messages for it.

The profile of this spokesperson should consider some key characteristics:

- Great knowledge of the subject and the data to be provided.
- Handling of key messages and talking points.
- Skills to communicate and function in public.
- Availability of time and transfer.
- With social ties, both professionally and personally (looking after your reputation is essential).
- Assertiveness.



Media mapping

Let's think about the media as allies and analyze: which resources address content more related to GDD and the projects we are carrying out? Who has specific sections for social issues? Which of your journalists covers our topics? What are the approaches that have the most interactions on social networks? What topics are they talking about the most?

These questions, plus the constant reading and analysis of the communication media, will help us to make a list of the media that are a priority for our press management and with which we must generate a greater rapprochement and connection.

Transverse axis: The veracity

Understanding the media and the role that we must fulfill to open spaces and projection to the public is fundamental, but even more fundamental is that every statement, comment, and speech be truthful. For this, it is **essential to have sources of verification of our data and figures, as well as the permissions for the use of images and testimonies** of the people who are going to quote or appear in a photograph or video.

Building a positive reputation of GDD and the participating organizations and volunteers should be a priority objective, in this way we also gain a space of trust in the media and have an impact on the solidarity work that has been carried out for more than 10 years globally.



Recommendations from the newsroom

In a newsroom, you live against time, you report with adrenaline and notes are edited urgently. The following recommendations arise from listening to different journalists with the purpose of understanding their work, being empathetic and opening opportunities for us along the way.

1. Clear and prepared messages. It is not worth improvising and contacting the media without being clear about our subject and what we want to achieve.
2. Study well the media and the journalist. Sending a social note to someone who does not cover that source does not leave us well projected.
3. Approach the journalist, follow their social networks to find out what are the topics of interest.
4. Avoid sending many emails in a row, since they receive more than 100 emails per day.
5. Reminder that the content must generate value, something related to advertising or commercial will be discarded or ignored immediately.
6. Actuality. The old, little news and worthless topics do not have much chance of getting a space.
7. The best time of day to send a note is early in the morning, before your editorial meetings (and best to avoid Fridays).
8. Personalizing emails helps a lot. A mass mailing can lead to spam, arrive on error, and make a bad impression on the journalist.
9. Follow-up. The email alone does not get a publication, but it does get a call, an approach through social networks or a related activity. All this without abusing the follow-up.
10. Always the professional approach. We cannot pretend that they are our friends just by answering a call or an email.

It is time to trust all the potential that we have as individuals and as Good Deeds Day volunteers and leave on a high note all the global impact that we have created for so many years.