Make Your Message Marketable – Part 2

*Media Hands-On Workshop*

Holly Hicks, NCRI
Laurie Lincoln-Swaim, NCRT/MT/NCRI
Objectives and Takeaways

- Identify various **media tools** for creating engaging messages using **visuals** and **targeted messaging**.
- Increase **abilities** in creating engaging messages using various media tools.
- Design a **media plan/editorial calendar** to keep messaging—and your agency—fresh, relevant and appealing.
- Incorporate the **full ROMA cycle** in communications and marketing.
ROMA Reminders
Implementing the Full ROMA Cycle Into Your Communications and Marketing Plans
ROMA and Communications

Financial Excellence · Accountability
Compassion · Exceptional Customer Service
The ROMA Cycle

**Assessment** – Identify the problem, need or situation

**Planning** – Service or activity (output), Outcome, Outcome indicator with timeframe and projection percentages

**Implementation** – Data source(s), collection procedure(s), personnel, frequency of data collection

**Achievement of Results** – Actual results

**Evaluation** – Actual results, data reporting
Get it **right**.

The **right** **message**

through the **right** **medium**

at the **right** **time**

for the **right** **audience**.
Why Visuals?

Financial Excellence · Accountability
Compassion · Exceptional Customer Service
1 > x60,000
Photos
Capturing Your Audience’s Attention with Compelling Images
Photo Tools

Adobe Photoshop

Canva

PowerPoint

Adobe Spark

Financial Excellence · Accountability
Compassion · Exceptional Customer Service
Photos

Financial Excellence · Accountability
Compassion · Exceptional Customer Service
Graphic Design

Using Graphics to Make Your Point
2017 Alabama Poverty Data Sheet highlights statewide poverty rates and data related to educational attainment, employment, and food security. Nearly 900,000 Alabamians live below the poverty line, which is just $24,257.

Although Alabama's overall poverty rate slightly declined, and our median household income is up, we still have work to do.

The rest of America recovered from the recession at an even faster pace, and the gaps between Alabama and the nation’s poverty rate and median household income are bigger than ever.

Because poverty is so common in Alabama, it can be hard to see. These families are our relatives, our friends, our co-workers, and our neighbors. But they face numerous barriers that result from not having enough money, food, shelter, health care, education, or other necessities of life.

Here’s what the latest data shows:

• Alabama is the sixth poorest state in the U.S., and 18.5 percent of Alabamians live below the federal poverty line - a noticeably larger percentage than the national average of 14.7 percent.
• 14 of Alabama’s 67 counties have a poverty rate higher than 25 percent. Nine counties have a poverty rate higher than 30 percent.
• 26.5 percent - or nearly 300,000 - of Alabama's children live in poverty.
• Alabama's median household income is $44,833, which is nearly $11,000 less than the national median of $55,775.
• African American households in Alabama earn far less than white households. According to the data, white Alabamians earn $50,402 whereas African Americans earn $29,180.
• The risk of hunger is closely tied to poverty. Alabama has a notably high food insecurity rate at 17.7 percent, while the U.S. stands at 13.4 percent.
• The child food insecurity rate stands 24.1 percent, which is higher than the national average of 17.9 percent.
Graphic Design

Poverty in Alabama

- 26.5% of Alabama's children—nearly 300,000 children—live in poverty.
- 14 of 67 counties have a poverty rate above 25%. 9 counties have a poverty rate above 30%.
- Alabama's median household income is nearly 20% below the national median of $55,775.

POVERTY ALABAMA

300,000 ALABAMA CHILDREN LIVING IN POVERTY

$44,833 MEDIAN HOUSEHOLD INCOME, 20% BELOW NATIONAL AVERAGE

21% ALABAMA'S COUNTIES WITH A POVERTY RATE HIGHER THAN 25%

Financial Excellence • Accountability
Compassion • Exceptional Customer Service
Videos

Techniques for a Video-centric Audience
Video tools

Adobe Spark

Financial Excellence · Accountability
Compassion · Exceptional Customer Service
Made with Adobe Spark

What is /wərk/?

Financial Excellence · Accountability
Compassion · Exceptional Customer Service
Design Platforms

Recommendations for choosing platforms:

• Choose one in your budget (FREE is in everyone’s budget)
• Check features to find the best fit
• Take advantage of free trials to see if the PRO version is right for you, your agency, and your budget
• Limit yourself to only 1-2 platforms
EVALUATIONS

The Partnership Wants Your Feedback!

Please be sure to **complete** the evaluation for this session **online**, via the **CAPCON18 Event App**.

Thanks in Advance for your Cooperation!