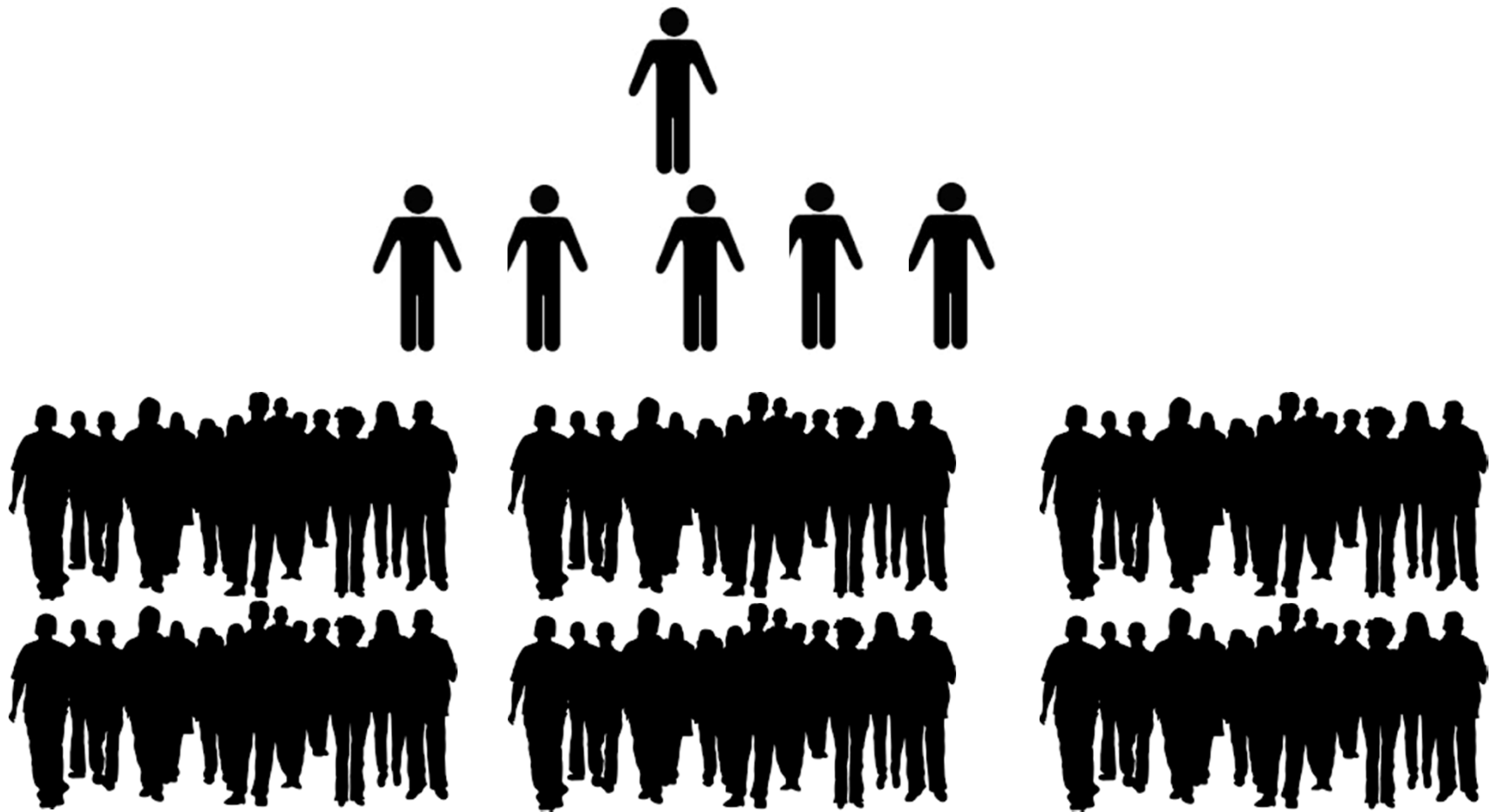

How to Effectively Tell Your Story So that People Will Listen and Understand the Truth

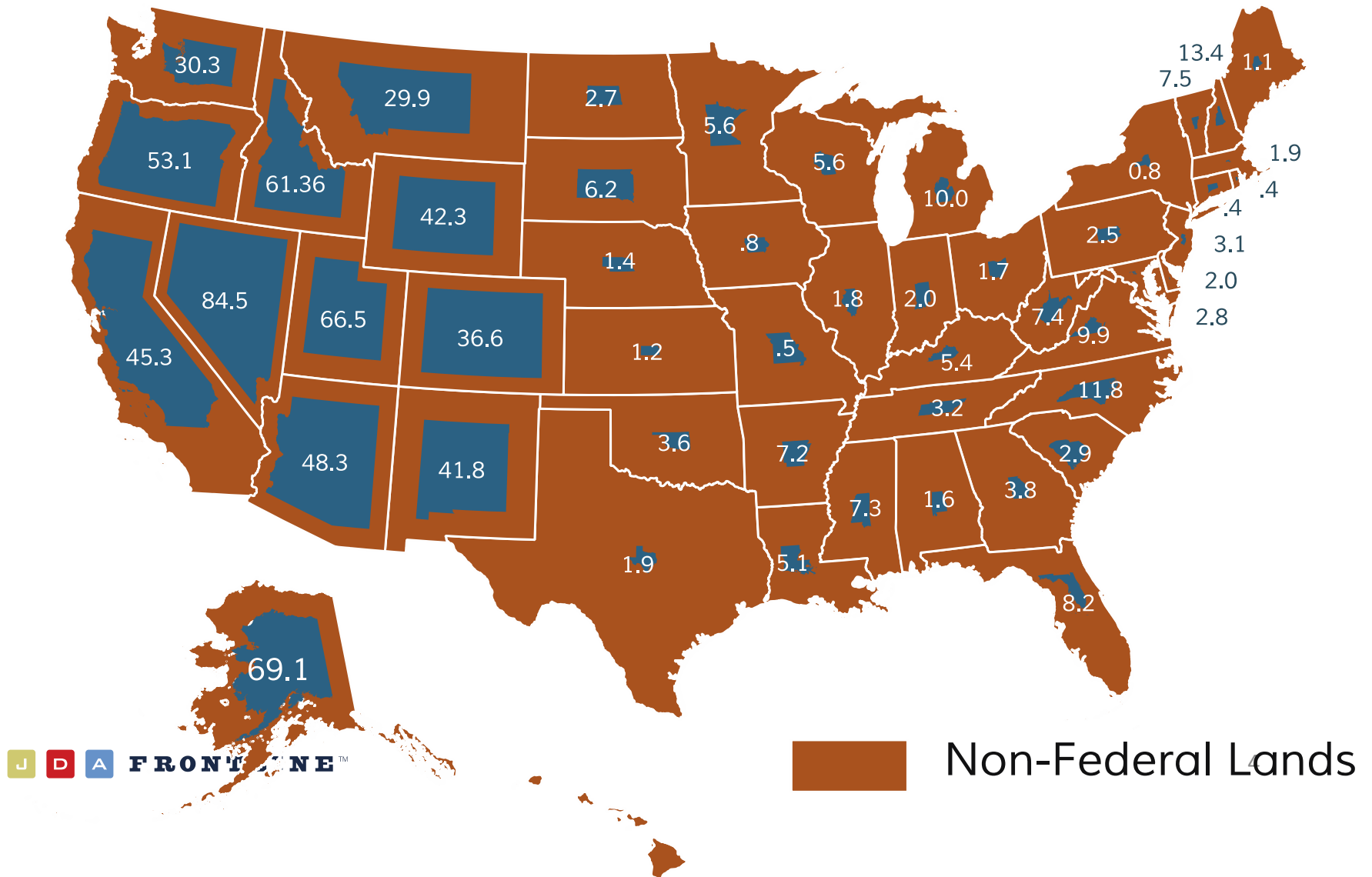
May 13, 2016

what's your
story?

Reaching Your Audience



The Reality, Unknown to Many



We say...

Many Think...

They Must Understand...

“Rancher”

“Vast pieces of land”

**Ranchers lease to graze
and care about the
environment**

“Federally owned lands”

“Public Lands”

**Public access and use is
not always a priority**

**“States can manage public
lands better”**

“States will mismanage”

**Federal management out
of DC is falling short.
More power needs to be
given to government
closer to people**

Storytelling Through Media: Then

 CBS NEWS

 NEWS

+

National
Newspapers

+

The Oregonian

Deseret News

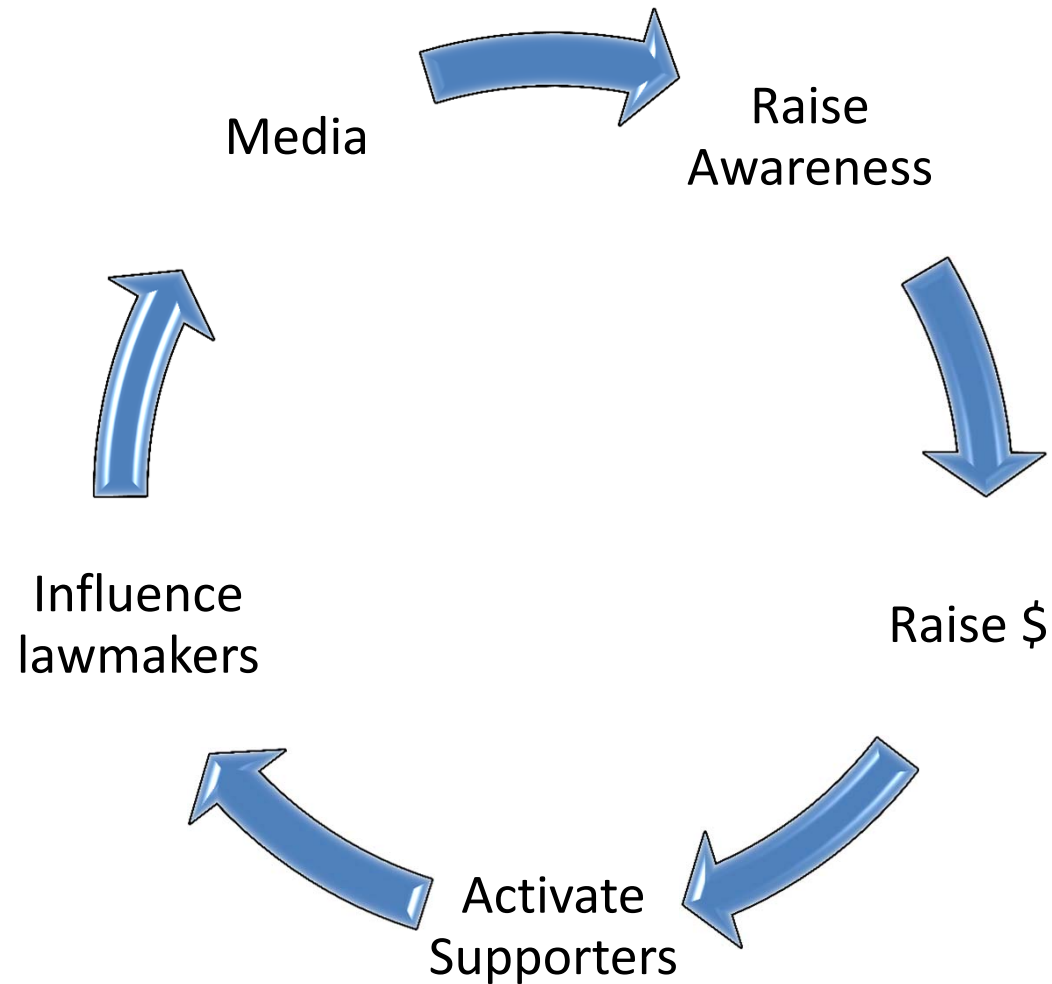
LAS VEGAS  SUN


NBC NEWS

The collage features a wide variety of newspaper mastheads, including:

- Top Row:** The New York Times, Hartford Courant, Daily Herald, The Oregonian, Chattanooga Times Free Press, The Free Lance-Star, THE WALL STREET JOURNAL.
- Second Row:** The Philadelphia Inquirer, Star-Telegram, The Providence Journal, San Jose Mercury News, THE SUN, JOURNAL STAR, NEWS-LEADER, Los Angeles Times, USA TODAY.
- Third Row:** St. Petersburg Times, THE CINCINNATI ENQUIRER, StarTribune, San Francisco Chronicle, The News Journal, THE DAILY GAZETTE, News Journal, The Oakland Tribune.
- Fourth Row:** Detroit Free Press, THE DENVER POST, NEWS SENTINEL, The Florida Times-Union, The Seattle Times, JOURNAL, GREEN BAY PRESS-GAZETTE, DAILY NEWS.
- Fifth Row:** Chicago Tribune, Union-Tribune, THE PRESS-ENTERPRISE, Morning News, The Washington Post, STAR, The Macomb Daily, The Washington Post, The Dallas Morning News.
- Sixth Row:** NEW YORK POST, CONTRA COSTA TIMES, The Palm Beach Post, OAKLAND PRESS, The Clarion-Ledger, The Press, Daily Press, The Patriot Ledger, The Columbus Dispatch.
- Seventh Row:** Newsday, The Des Moines Register, REVIEW-JOURNAL, The Modesto Bee, Rockford Register Star, Staten Island Advance, CAPE COD TIMES.
- Eighth Row:** CHICAGO SUN-TIMES, HOUSTON CHRONICLE, The Honolulu Advertiser, Arkansas Democrat-Gazette, News Journal, The Press, The Times, Austin American-Statesman.
- Ninth Row:** THE TAMPA TRIBUNE, THE ARIZONA REPUBLIC, THE PLAIN DEALER, PRESS, The Birmingham News, Press-Telegram, The Huntsville Times, INVESTOR'S BUSINESS DAILY.
- Tenth Row:** THE INDIANAPOLIS STAR, TIMES, APPEAL, The Fresno Bee, Daily News, Herald Tribune, Lansing State Journal, THE SUN, THE TENNESSEAN.
- Eleventh Row:** PIONEER PRESS, Omaha World-Herald, THE NEWS-OBSERVER, The Republican, The Patriot-News, The Post and Courier, Journal & Register, THE TIMES-PICAYUNE.
- Twelfth Row:** Democrat-Chronicle, Sun-Sentinel, THE SPOKESMAN-REVIEW, The Atlanta Journal-Constitution, THE NEWS TRIBUNE, The Record, La Opinion, The Ledger, THE SUN, THE BUFFALO NEWS.
- Thirteenth Row:** THE GRAND RAPIDS PRESS, NEWS & RECORD, TULSA WORLD, New Haven Register, Wisconsin State Journal, PRESS-REGISTER, THE DAILY OKLAHOMAN, PITTSBURGH TRIBUNE-REVIEW.
- Fourteenth Row:** Dayton Daily News, THE MORNING CALL, TELEGRAM & GAZETTE, ALBUQUERQUE JOURNAL, COURIER TIMES, AKRON BEACON JOURNAL, PHILADELPHIA, DAILY NEWS.
- Fifteenth Row:** TOLEDO BLADE, The Journal Gazette, The Express-Times, The Boston Globe, Arizona Daily Star, The Post-Standard, Standard-Examiner, Bakersfield Californian, Bangor Daily News, Republican-American, Quad-City Times.
- Sixteenth Row:** The Courier-Journal, The Virginian-Pilot, THE ADVOCATE, REGISTER, THE KANSAS CITY STAR, THE SACRAMENTO BEE, HERALD-LEADER, RENO GAZETTE-JOURNAL, Erie Times-News, DAILY NEWS.
- Seventeenth Row:** MILWAUKEE-WISCONSIN JOURNAL SENTINEL, Orlando Sentinel, BOSTON HERALD, THE NEWS-PRESS, Gazette, The Fayetteville Observer, COURIER-POST, BELLEVILLE NEWS-DEMOCRAT, UNION LEADER.
- Eighteenth Row:** Daily Breeze, JournalStar, PORTLAND PRESS HERALD, York Daily Record, READING EAGLE, Idaho Statesman, Anchorage Daily News, News Tribune, The Gazette.
- Nineteenth Row:** THE PHILADELPHIA INQUIRER, FLORIDA TODAY, The Augusta Chronicle, COURIER & PRESS, EL DIARIO, The Mercury, Intelligencer Journal, LANCASTER NEW ERA.
- Twentieth Row:** The Register-Guard, The Times Herald, Nuevo Herald.

Media As a Tool For Action



Connecting to Where America Is



- Trust in federal government 50 year low, across party lines
- Only 19% believes feds do right thing some/all of the time
- Americans more frustrated than angry
- View Fed gov't more favorably on environment

Telling Your Story

Your
Story

1

The roots of what you do; the value you provide

2

Your deep roots in thousands of communities

3

The roots of your frustration, your personal stories

4

And *the* root issue-federal land management

Other Essential Facts

- Contributing to the tax base
- Commitment to environmental stewardship
- Working for strong rural communities

Real Ranchers, Real Stories



“In the press we see mentions of local involvement in the decisions. However, our county commissioners were adamantly opposed and greatly voiced that concern. That didn’t impact the decision. Once these vast, sometimes millions of acres of land, are designated as monument space under the Act, they can never again be used in an economic manner consistent with local plans. Often the designations leave ranchers unable to build roads to reach their own ranches. They see reduced livestock graze on the land, the land is virtually off-limits, and that is very frustrating for the families who have relied on that open space for their livelihoods for generations.”

--JJ Goicoechea

publiclandscouncil.org

Real Ranchers, Real Stories



“Unfortunately, the current policies of many federal land management agencies don’t account for these environmental changes, so the rancher is very limited in his ability to adjust grazing practices to best steward the land.”

--Joe Guild

publiclandscouncil.org

Communications: Keys to Success

- Confidence
- Control
- Credibility
- Connection

What All Audiences Want

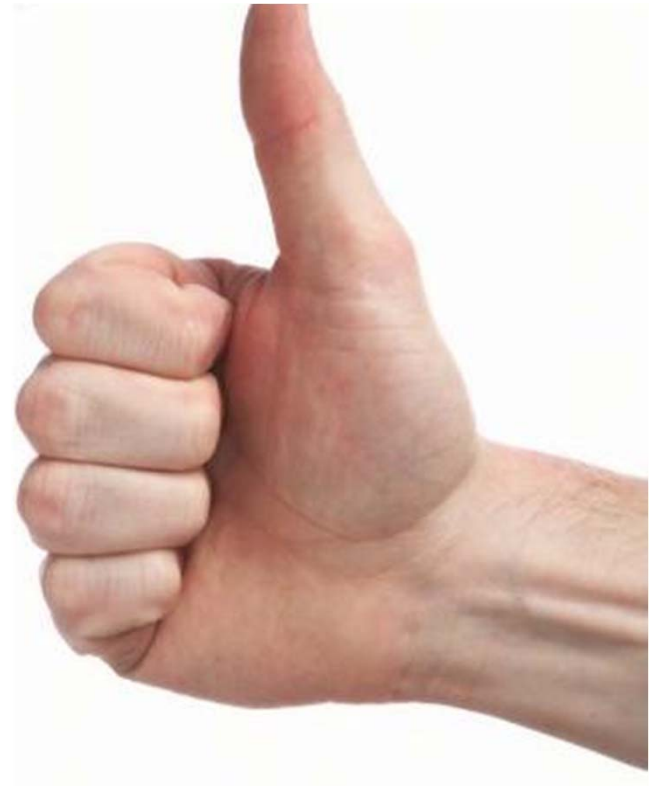
- Fresh perspective
- Relevance
- Authenticity

Prepping for A Communication

- Why this interview or conversation?
- Who am I trying to reach?
- What do I want to accomplish?
- What's my message?

Additional Tips: The Do's

- Listen Carefully
- Pause before answering
- Support your messages
- Set the record straight
- Make your point, stop talking



Additional Tips: The Don'ts



- Interrupt (wait then answer)
- Over answer, run on
- Guess, if you don't know
- Repeat a negative
- Say anything you don't want repeated/attributed to you

Other Ways to Be Heard

- Letters to the Editor
- Talk Radio
- E-mail blasts
- Social media
- Engaging lawmakers
- Community engagement

In Closing...

- Your story is your story—share it
- Your reality is often distorted—fix it
- The media is a channel—use it