

## WELCOME AND PRAYER

### David Formosa

- Archbishop opened the new St Bernard's chapel ... video was shown. The power of video .. people are time poor, they are reading less so images are becoming more important
- Overview of the agenda
- Thank you to our sponsors

## THE IMPORTANCE OF THE DEVELOPMENT AND ENROLMENT TEAM

### St Bede's College, Mentone, John Finn (Principal)

Overview of his background

- Development ... you are the story tellers of your school
- The more you connect, the greater the opportunity
- The more technological we become, the more we need meaningful connection
- A school more than one generation old, has to tell the story about people who are no longer there
- The mission, vision and purpose .... It is incredibly important that you are in sync with other people in the school and know it well
- You need to be out of your office, go to functions that don't relate to them, be seen out and about
- Staff buy in is essential .... You need to wander at times
- Development and enrolment didn't exist 38 years ago ... enrolments through the principal's office etc. Compliance and complexity change is the reason it now exists
- Titles differ but the role may be the same and vice versa
- Our roles change more quickly than any other role in the school
- Faith based setting, some have a charism, but we are all a catholic college first ... then need to look through the lens of the school
- We do visual, written and verbal really well
  - Symbols in schools are clear in all schools
  - The way we describe ourselves and place ourselves well in advertising
  - Online platforms ... at least to our current parents
- However, you can never get away from personalising conversation about the school
- Impressions are formed very quickly
- At a recent St Bede's Open morning, boys took the tour ... but parents always ask ...
  - Safety ... #1 and topical at the moment
  - Friendship in the college
  - How well will my child be catered for? Personal best
- Certain things resonate with parents – St James (90s) put up a fence to create a conversation. Find something that personalises for the local area. I don't believe advertising works ... I've spoken with someone gets them in. All visitors have a connections!
- Schools that don't require enrolments don't advertise unless for scholarships

- So what are the development teams doing when they don't require enrolments? They are building community
- Alumni in college is really important to create the story
- Work within your means ... you can't do everything!
- Eleanor Roosevelt .... "always repair the roof when the sun is shining" ... don't just do things when things are not going important
- Your relationship with the principal is very important
- You must regularly meet and discuss what is needed and how things are tracking
- You are the story teller ... the keeper of the story
- Welcome the legendary alumni back
- You need the staff on board ... you need their help, so form relationships

## **CDN UPDATE**

- Sponsors – onboard again in 2019 and will be available at morning tea and lunch
- Membership Invoices have been sent out
- CDN Conference – 5 and 6 September, Rendezvous Hotel
  - Members early bird \$260 – 30 June
  - Members \$305
  - Non-members \$400
  - One day members price \$180
  - One day non-members \$225
  - All-inclusive members price available

## **HANDLING THE MEDIA**

### **News Flash Media – Steve and Lara**

- Do you have a media policy?
- What makes news?
  - Different, unusual, novel
  - New
  - Relevant to large numbers
  - Controversial
  - Extreme situation
  - Conflict between people
- Buy into a controversy ... will get you marks with the media
- How does news happen?
  - Breaking news – reactive
  - Ongoing situation
  - Proactive story
  - Social media – often the journalist call is the first you know of it ... therefore amplified.
- What makes a story newsworthy?
  - Relevance to the community
  - Controversy
  - Timing
  - Human interest
  - Good pictures
  - Famous/important people
  - Entertainment value
- Media releases received .. if you can't catch the journalist in the subject heading, you don't have a story

- 13% of all releases are read, 65% a cursory read
- If you don't talk ... someone else will and that becomes part of the story. You must have buy in ... to give you time you can always respond in some way
- Once you are interviewed you become 'talent' so you must have information on the topic
- 'off the record' does not mean it won't be included .. so don't say it!
- Views of the news
  - Journalists constantly checking what is happening
  - Daily race to get relevant stories
  - Social media means info comes in constantly
  - Journalists are constantly reading
- What makes a good story
  - News interest ... current, visually appealing in TV
  - Shock, romance ... human failure
  - Something people will talk about
  - Human stories ... about the people
  - Controversy / scandal
  - Good talent ... natural, comfortable, decent quotes, great delivery, well spoken, enthusiastic and knows that topic
- Crisis
  - Don't hide ... they will find you
  - Statement ... no comment is very frustrating
  - Story goes hard against the subject if they don't get involved
  - Just answer calmly, simple, don't over explain, be direct
  - Integrity ... be prepared to answer the tough questions
  - Tell your story ... make your apologies and move on
- Train your receptionist
- Where are the policies kept?
- Engage with the media where possible
- Home truths
  - Needs to be new
  - Timing makes a difference
  - Controversy makes the best story
  - Journalists are time poor, they are not out to get you, they do not write the headline
- Talent must stay focussed
- Content and Delivery are key
  - You don't have to buy into the message if it is not evasive
  - You must maintain the messaging
  - Ask the talent the questions ... they must verbalise, to hear it and be comfortable with how they say it
  - When, why, how, where?
  - Tell the media you only have a limited time and will only take a few questions.
  - If you decide to just make a statement ... you may seem evasive
  - The '10 second grab' must be empathic
  - Keep a measured ... key messages
- Key messages
  - Three points only
  - Each point in 20 seconds
  - Examples and anecdotes
  - Each point is a self-contained 'bubble'
  - Rehearse plain English language
  - Take control

- Television interview
  - Chose the location you are comfortable with
  - Think of other picture opportunities
  - Watch the program you will appear on
  - Find out the angle of the story and who else will be interviewed
  - **Plan and rehearse key message**
  - Take to the journalist and crew while setting up
  - Dress appropriately ... block colours, coat for men, not white shirt outside
  - Direct answers to the reporter
  - Keep face and hands relaxed
  - Breath ... calms your nerves and gives you the lung capacity to deliver your first statement

## **KEEPING YOUR READER ENGAGED IN A SOCIAL MEDIA WORLD**

### **Frank Chamberlain, Action Words**

- 20 years copywriting experience: schools, not for profits (Guide Dogs), universities
- Day workshop host on writing: previous clients Yarra Valley Water,

### **Audience – must be front of mind**

Who is your audience?

When writing anything, we always must remember who is reading it and it was do they want/expect from it.

It is critical that we are always focussed on the them.

### **HOW?**

1. Get to know your audience.
  - Don't write to lists of Alumni – do you know someone from that group? Choose that person and write to that person
  - Try to personalise and if you don't know anyone in that category – try to imagine someone
2. Capture the audience's attention
  - Get straight to the point
  - Be specific
3. Use “you”-focused language
  - On a 3-4 page letter, use the word YOU twenty times.
4. Tell them how they will benefit
  - Tell them immediately what you're offering
  - They are focussed on themselves and want to know “what's in it for me?”
5. Establish a connection
  - Be on the same level, never write “from above”

### **Plain English**

Social media world is so fast and too much content. Everyone is an expert! The audience must be able to understand what you're saying, the first time they read it. There is no time for a re-read.

Don't make them work for it.

## LANGUAGE MUST BE

- Clear
- Concise
- Well-organised

## HOW?

- Keep reader in mind
- Make sentences short
- Use “You” and other pronouns
- Choose common, everyday words
- Avoid overused phrases:
  - “Take this offline...”
  - “Moving forward...”

## Attention

1. Attention spans are at their lowest ever
2. 8 second span
3. Everyone is multitasking
4. Everyone is overstretched, overstressed and overcommitted

Make it easy.

## The pillars of business writing

### 1. Clarity

- Hard to achieve but the goal in writing
- Absolutely essential
- If it is super important and you have the time, leave it until the next day and then look at it again

### 2. Simplicity

- So much junk out there / drowning in content
- Use words that you’re sure the other person understand
- For words like Construct, Peruse, Regarding there are simpler options Build, Look, About
- All writing is visual – it catches the eye, before it has a chance to catch the brain
  - i. DO NOT USE ALL CAPS
  - ii. Use all white space
  - iii. Take advantage of dot points
  - iv. Choose your font carefully (preferred are Century Gothic (sans serif), Georgia (serif))

### 3. Brevity

It takes time and effort to be succinct.

*“Sorry about the length of this letter – I didn’t have time to write a shorter one.” George Bernard Shaw*

- Saying things in the most economical way > don’t give the reader anything they don’t need
- Short is better than long
- Every word is doing a job and no words should be doing the same job – so always look to cut and enjoy cutting!
- Sentence you love may be great – but ask yourself if the sentence is doing a job or not. If not – cut

- Short words are better than long words / short sentences and short paragraphs are better than longer ones

#### **4. Humanity**

- Be natural, be yourself
- If you are writing on behalf of your school, that's how your school will be perceived
- Don't squander your best asset – you

### **Readability**

Flesch Kincaid

- Open Word
  1. File
  2. Options
  3. Advanced
  4. Proofing
  5. Show readability statistics

Scores normally appear after you do a “Spelling & Grammar” check

### **WHAT ARE YOU LOOKING FOR?**

- Readers Digest tries to get above 60 for each article
- Frank aims for no more than Grade 7 for his writing
- Frank aims for 15 words per sentences (max. 30 words per sentence)
- Frank aims to keep passive sentences low (max. 5%)

### **Sentences**

- Express one, and only one, idea in each sentence
- Make sure you are clear about the idea you are expressing

You know what you're doing in total – but what are you doing in that sentence?

### **HOW?**

1. Write shorter sentences
2. 8 or less words = easy comprehension / 30 us unreadable
3. Vary sentence length – include a very short sentence
4. It is acceptable to use sentence fragments – partial sentences

### **Take homes:**

- Become a more careful writer
- Take the above and double it all for online writing