Expert Tips for Telling, Pitching & Sharing Your Stories
Your ASPCA Presenters & Panelists

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Engaging Traditional Media

• Define your media goal and targets
• Identify print, radio and TV outlets in your region
• Research individual reporters to find the best point of contact
Engaging Traditional Media

• Craft & pitch your story
• Invite media to your property to capture footage
• Offer to share your own photos/videos
What’s Your Story?

• Is there a particular horse in your care who has a compelling backstory?

• Have any public officials or local influencers adopted a horse from you or supported your work?

• What makes your organization unique?

• Is your story timely?
Dear [XYZ],
In honor of ASPCA Help a Horse Day next week, Huw Collins, star of the TV show “Pretty Little Liars” and his wife Molly Shaheen, clothing designer and daughter of U.S. Sen. Jeanne Shaheen (D-NH) will join the ASPCA at Gentle Giants from 1pm-2pm on Tuesday, April 25 to help raise awareness about the year-round lifesaving work that equine rescues and sanctuaries like Gentle Giants do to care for horses who’ve been abused, neglected or are at risk of being sent to slaughter.

Visiting with Gentle Giants: Actor Huw Collins supports efforts to end export of horses for slaughter

How to Pitch Your Story: Ex. #2

Dear [XYZ],

Given your background as an equestrian, I wanted to share a timely story idea for People on actress Beth Behrs’ involvement in the national 2016 ASPCA Help a Horse Day contest. In honor of the ASPCA’s 150th Anniversary celebration this April, Beth has come onboard to be the face of this annual $100,000 grants contest, which is designed to raise awareness about the year-round lifesaving work equine rescues and sanctuaries do to care for local, at-risk horses who’ve been abused, neglected, or find themselves homeless. This is a cause close to Beth’s heart as she is the proud mom to rescue horse, Belle, who she rescued from Blue Apple Ranch in San Diego, Calif. about 7 months ago.

Help 2 Broke Girls’ Beth Behrs
Save Rescue Horses

Facebook

• Posting – less is more
  o Quality over quantity
  o Videos/pics: post natively
  o Share relative content

• Engagement is king
  o Elicit a “reaction”
  o Ask questions, encourage comments, create polls (ie. “What should we name this horse?”)
Facebook

• Go LIVE!
• Include a “Donate” button
• Keep focus on animals
  o Both short (2 mins) and long (30+ mins) livestreams can be engaging
Facebook

- Download the "Facebook Pages Manager" app
Instagram

• Create Stories
  o More is more
  o Utilize the “Polls” feature
Instagram

• Go LIVE!
  o “Pin a comment” with context or URL
  o Don’t be discouraged if live viewer numbers are low at first
  o “Save to Story” when finished
Paid Promotion

• A little $$$ can go a long way

• Same ads can run on both Facebook and Instagram

• **Facebook Blueprint:** free online training

• [Social.media@aspca.org](mailto:Social.media@aspca.org)

> aspca URGENT: The USDA has proposed allowing pig slaughterhouses nationwide to operate without any speed limits whatsoever. This will cause pigs to suffer horrific deaths, increase the risks of foodborne illness and worker injury. Sign the alert today! #HelpPigs #NoHIMP
Using Video to Tell Your Story – Before You Start

- 5W’s and H.
- Why are you making this video?
- What do you want people to do?
- Who is the animal at the heart of the story?
- Who is the person to speak for that animal?

Victim from a 2013 ASPCA dogfight rescue in Missouri
Using Video to Tell Your Story - Structure

- Introduce the problem;
- Reveal the person/group who will work to solve it;
- How have things changed? How will things change?

Horse rescued in St. Croix, US Virgin Islands, 2017
Some Examples:

https://youtu.be/I8NbvZx9K5E
Some Examples:

https://youtu.be/biU0obl86N8
Some Examples:

After *their dog passed away*, Angela and her family visited a local pet store...

https://youtu.be/0x_PcNm7ifs
Some Practical Tips

- Find ways to highlight the stars of your piece up-close, medium (waist-high) and at a distance.
- Faces are important! (See below)
- Shoot with your senses – what does a barn sound like? Is there a way to capture a sensation through a combination of visuals/dialogue/nat sound?
- Zoom with your feet.
Using Video to Tell Your Story - Software

• Adobe Premiere Elements (runs about $70 when packaged with Photoshop).

• Final Cut Pro X

• Free options include: Lightworks (website features tutorial), ShotCut, iMovie (available as an iPhone/iPad app)
# Video Scoring Rubric

<table>
<thead>
<tr>
<th>OVERALL CONCEPT</th>
<th>QUALITY OF VIDEO PRODUCTION</th>
<th>MESSAGING</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Is the video likely to make people want to adopt?</td>
<td>• Does the video have high production value?</td>
<td>• Is the overall message clearly articulated in the video?</td>
</tr>
<tr>
<td>• Is there an engaging storyline?</td>
<td>• How is the quality of the footage (it should not be shaky, blurry, or challenging to</td>
<td>• Is the messaging focused on adoption / finding homes for horses?</td>
</tr>
<tr>
<td>• Does the video have a compelling theme?</td>
<td>watch)</td>
<td>• Is the video’s messaging aligned with the ASPCA’s mission and contest goals?</td>
</tr>
<tr>
<td>• Is the tone of the video appropriate?</td>
<td>• Is the lighting good – not too dark/bright?</td>
<td></td>
</tr>
<tr>
<td>• Is the setting fitting?</td>
<td>• How is the audio quality?</td>
<td></td>
</tr>
<tr>
<td>• Does the video show a high level of creativity and originality?</td>
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</tbody>
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<th>0 – 5 Points</th>
<th>0 – 5 Points</th>
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**Total Points Available 15**
Questions?

HelpAHorseDay@aspca.org
Join Help a Horse Day 2018

Supercharge your equine adoptions with Help a Horse Day! Here’s all the info to get you started on the right hoof.

REGISTER

ASPCApro.org/HAHD