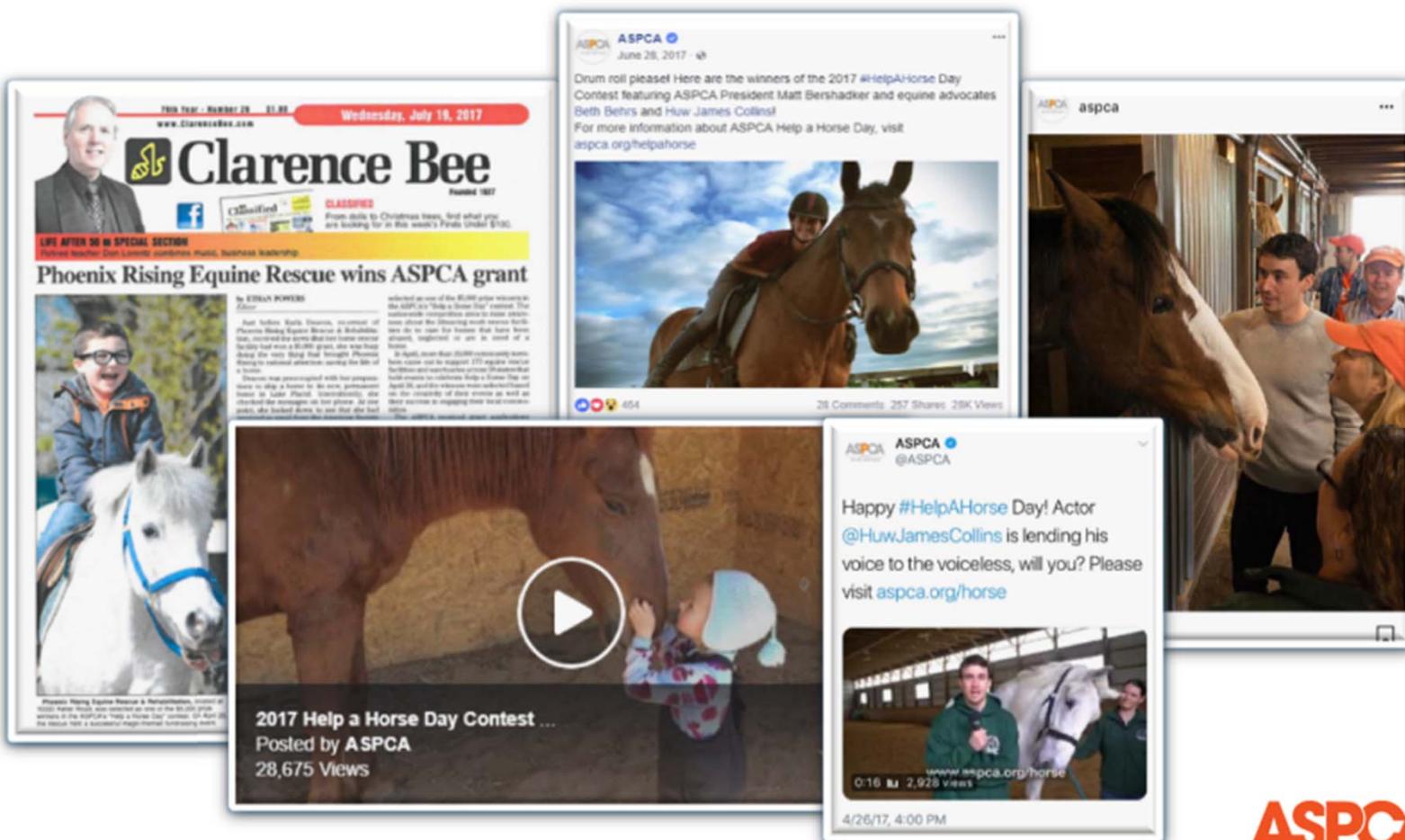


# Expert Tips for Telling, Pitching & Sharing Your Stories



# Your ASPCA Presenters & Panelists



**Matt Hampton**  
Senior Manager, Multimedia Projects



**Maureen Linehan**  
Senior Manager, Media & Communications



**Carly O'Malley**  
Manager, Social Media



**Rebecca Goldrick**  
Director, Media & Communications

# 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?



*Heart of Phoenix Horse Rescue visits Capitol Hill in Washington, DC to meet with their Congressman, Rep. Evan Jenkins*

# How to Pitch Your Story: Ex. #1

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.

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



**Full Story:** <http://www.carrollcountytimes.com/news/agriculture/ph-cc-aspca-help-a-horse-day-20170424-story.html>

# 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 150<sup>th</sup> 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.

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## Help 2 Broke Girls' Beth Behrs Save Rescue Horses



**Full Story:** <http://people.com/pets/help-2-broke-girls-beth-behrs-save-rescue-horses/>

# Facebook

- **Posting – less is more**
  - Quality over quantity
  - Videos/pics: post natively
  - Share relative content
- **Engagement is king**
  - Elicit a “reaction”
  - Ask questions, encourage comments, create polls (ie. “What should we name this horse?”)



# Facebook

- Go **LIVE!**
- Include a "Donate" button
- Keep focus on animals
  - Both short (2 mins) and long (30+ mins) livestreams can be engaging

LIVE: This hard-luck pup needs your help finding a loving home! Sweet Pete has been in our shelter for over four months, and is SO ready to find his perfect adopter! ❤️



🕒 People have watched this video for a total of **20.8K minutes**

🔔 Boost Unavailable

60K Views

👍 Like

💬 Comment

➦ Share



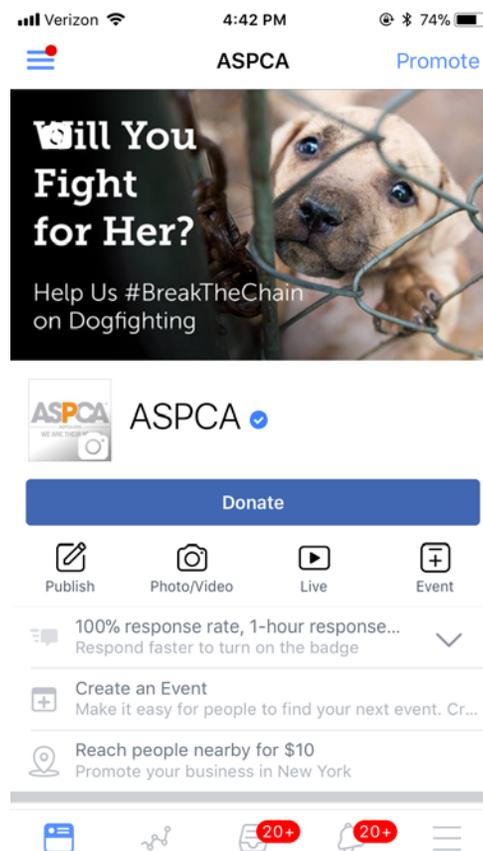
👍❤️😞 Kymberlie Adams Rigazio and 3K others

Top Comments ▾

1,199 Shares

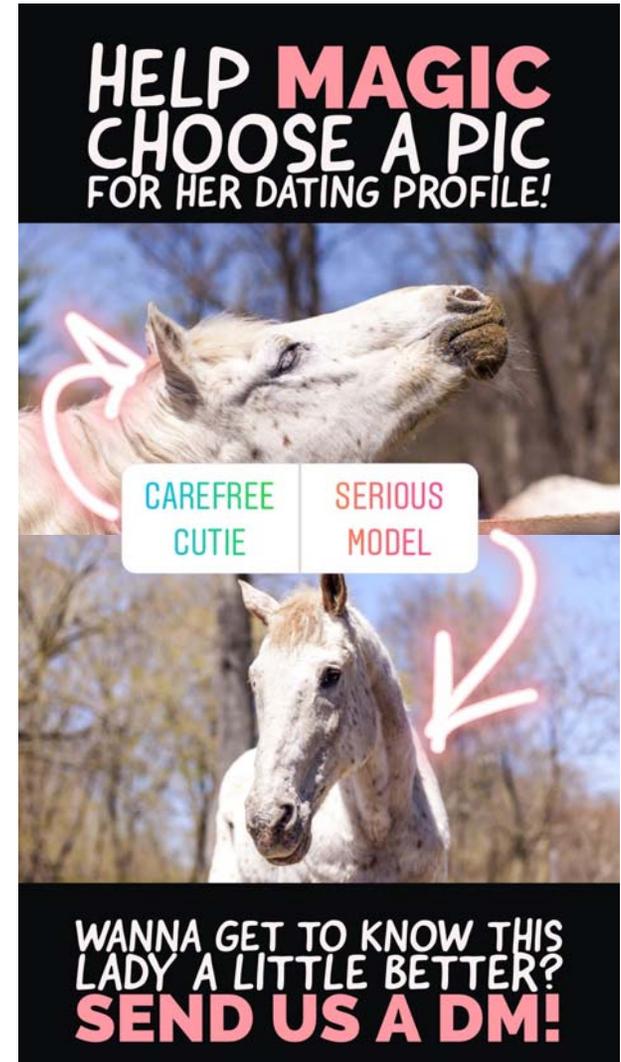
# Facebook

- Download the "Facebook Pages Manager" app



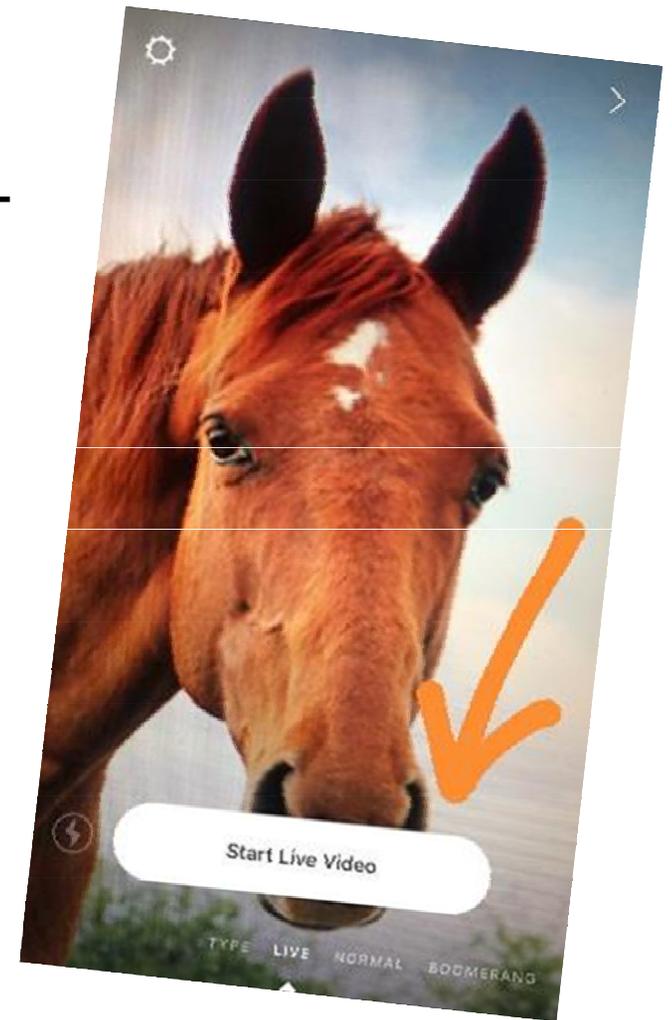
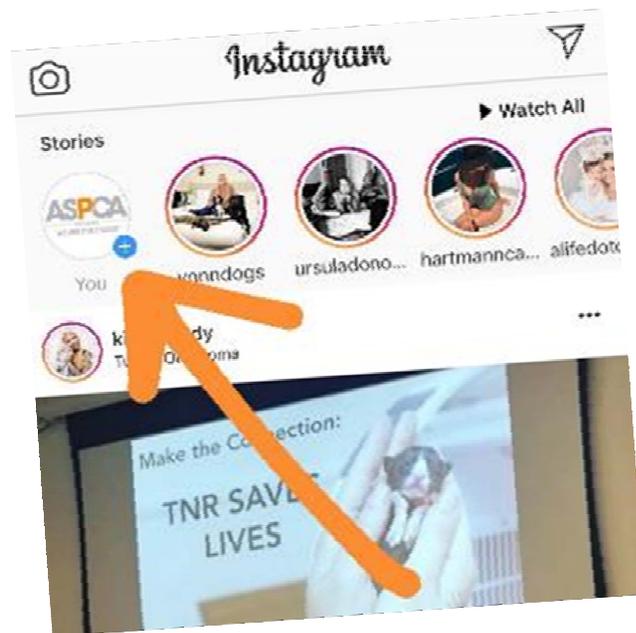
# Instagram

- Create Stories
  - More is more
  - Utilize the “Polls” feature



# Instagram

- Go **LIVE!**
- “Pin a comment” with context or URL
- Don’t be discouraged if live viewer numbers are low at first
- “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)



# 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



Horse rescued in St. Croix, US Virgin Islands, 2017

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

# Some Examples:



# 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](https://youtu.be/0x_PcNm7ifs)

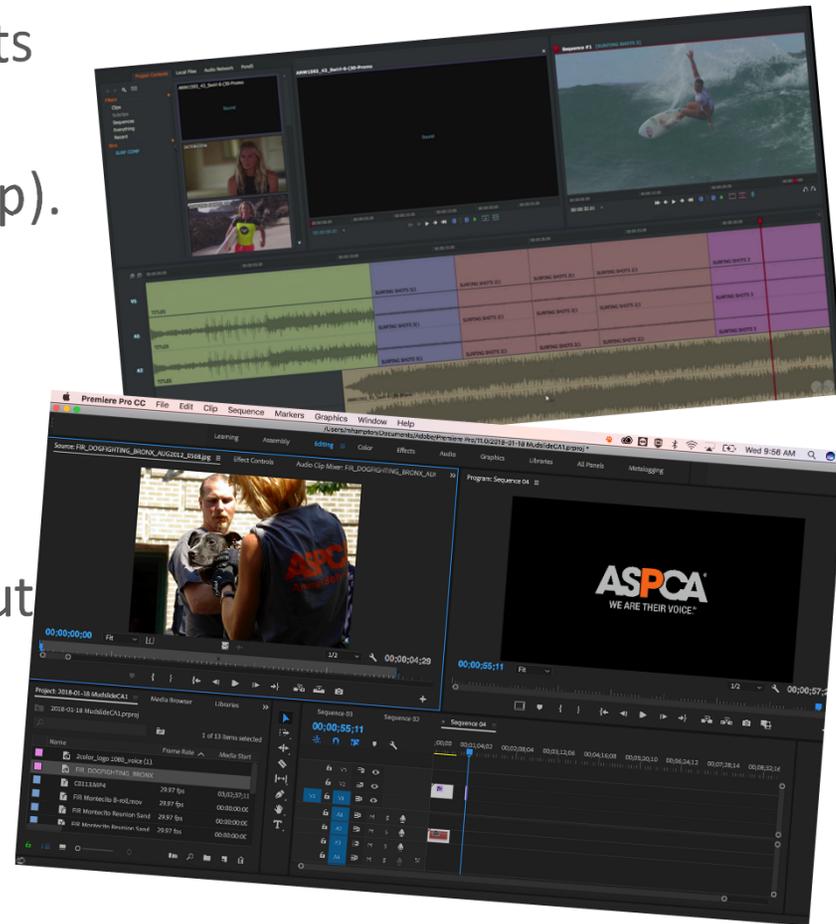
# Some Practical Tips

- 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

OVERALL CONCEPT	QUALITY OF VIDEO PRODUCTION	MESSAGING
<ul style="list-style-type: none"> <li>• Is the video likely to make people want to adopt?</li> <li>• Is there an engaging storyline?</li> <li>• Does the video have a compelling theme?</li> <li>• Is the tone of the video appropriate?</li> <li>• Is the setting fitting?</li> <li>• Does the video show a high level of creativity and originality?</li> </ul>	<ul style="list-style-type: none"> <li>• Does the video have high production value?</li> <li>• How is the quality of the footage (it should not be shaky, blurry, or challenging to watch)</li> <li>• Is the lighting good – not too dark/bright?</li> <li>• How is the audio quality?</li> </ul>	<ul style="list-style-type: none"> <li>• Is the overall message clearly articulated in the video?</li> <li>• Is the messaging focused on adoption / finding homes for horses?</li> <li>• Is the video's messaging aligned with the ASPCA's mission and contest goals?</li> </ul>
0 – 5 Points	0 – 5 Points	0 – 5 Points

**Total Points Available 15**

# Questions?



[HelpAHorseDay@aspcapro.org](mailto:HelpAHorseDay@aspcapro.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](https://www.aspcapro.org/HAHD)