

SPIN Project E-Newsletter #23: November 2006

Welcome to the SPIN Project's e-newsletter, our monthly compendium of news, notes, and ideas.

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New Article: "Identifying Your Target Audience"

There is an adage in communications: start where your audience is. The advice is simple to follow, but only if you know who your audience is.

Most organizations, when asked, "who is your audience?" will reply, "the general public." Indeed, when you watch a group's media coverage on the 11 o'clock news, it appears that the group is talking to the whole world, the public. But the whole world isn't watching the 11 o'clock news. Studies show those with college degrees and adults over the age of 55 watch the news more than anyone else. So, any organization that aims to get their event covered on the 11 o'clock news is most likely to reach college educated and senior adults as their demographic.

The general public is too vast. We will have to spend way beyond the limits of our budgets to target "the public." Note that even corporations with advertising budgets larger than many countries do not attempt to target "the public." You need to think about the "public" in segments, e.g., voters, youth of voting age, urban youth of voting age, urban young women of voting age, etc. You see how you can continue to refine each segment to a more specific or finer slice of the public? The process of refinement is known as finding your target audience.

To download the full tipsheet, visit:

<http://www.spinproject.org/downloads/TargetAudience.pdf> .

New Book from Ellen Ratner: "Ready, Set, Talk!"

Our colleague Ellen Ratner, the Political Editor and DC Bureau Chief for Talkers magazine, recently published a new book about getting your message out through "talk media"-- on the radio, on TV, and over the internet.

Ratner and her co-author, Kathie Scarrah, describe "Ready, Set, Talk" as:

A complete handbook on using talk media to promote an issue, a product, or a candidate—a guide to success in campaign 2006.

Ready, Set, Talk! will help anyone—from the novice activist to the sophisticated public relations professional—develop a talk media message, prepare a campaign, and roll it out. The authors demystify the process of identifying and analyzing potential media targets and opportunities, and show readers how to develop media events for maximum attention and continuing exposure on talk media.

Rich with real-life examples and anecdotes on how to—and how not to—execute a successful campaign, this revealing media manual pulls no punches. Ratner and Scarrah analyze the conservatives' success on talk media and explain how anyone can do the same, not just by creating their own show, but also by going head to head with others on highly successful existing shows.

Ready, Set, Talk! is a roadmap to putting the internet, podcasting, and videocasting to work for ideas, causes, and candidates. It includes guidelines for print and television interviews; a step-by-step guide to selecting, booking, and preparing a spokesperson; a comprehensive idiot-proof promotional checklist; and advice on how to manage crises in the media.

Proceeds from sales of this book will be donated to the Mt. Zion Education Center Project.

For more information go to
<http://www.chelseagreen.com/2006/items/readysettalk>

Farewell to SPIN Project Co-Director Diana Ip

Dear Friends,

With much appreciation, excitement and sadness, I announce my impending departure from The SPIN Project. I plan to leave SPIN at the end of 2006.

For the past four years I have had the wonderful opportunity to work with you to help build and strengthen the communications infrastructure of social justice communities across the country. I feel lucky to have been in the company of such amazingly talented and dedicated people. Thank you for everything you've taught me.

As I leave, I am as excited about the work of The SPIN Project as ever. With a strong team of communicators committed to social justice, SPIN will continue to provide much needed strategy consultations, trainings, coaching, publications, and networking opportunities to support the work of social justice organizers and advocates. My Co-Director of the past year, Heath Wickline, will become Director.

Thank you for all the ways you have inspired, challenged, and supported me. I look forward to working with you again in the future to build a fair, just and equitable society.

Sincerely,

Diana Ip

That's it for this issue of the SPIN Project's e-newsletter. Please feel free to forward any of this information to anyone you think might be interested—we'd greatly appreciate it.

Thanks,

The SPIN Project Staff

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