

Raising Awareness of Coaching

A Communications Overview for
Chapter Leadership



Agenda

What is Public Relations?

Public Relations Tools

ICF PR Protocols

ICF's PR Partner

Working with a PR Partner



What is Public Relations?

Communications Overview

- Positive media coverage elevates your chapters and ICF
- Earned media: We must “earn” the journalist’s interest and make our story worthy of coverage
- Media coverage allows your chapters and ICF to benefit from the trust readers and viewers place in that media outlet

Public Relations Tools



Before You Begin

The Big Question:
Why should anyone care?

What Makes a Story Newsworthy?

- Consider the following:
 - Are you introducing a new topic or concept?
 - Are you offering new sources of information or a unique perspective?
 - If your news is an event, who should be aware of this event?

Developing Your Communication Materials

- Communication materials resources:
 - ICF Chapter Leader Resource Library:
<https://coachfederation.org/profile/chapter-leader-resources>
 - ICF Global Coaching Study:
<https://coachfederation.org/research/global-coaching-study>
 - ICF Global Consumer Awareness Study:
<https://coachfederation.org/research/consumer-awareness-study>

Communication Materials

- **Press Releases**
 - Best for announcements of new information, survey data, analysis, etc.



FOR IMMEDIATE RELEASE

CONTACTS:
name, phone number
email address

[INSERT CHAPTER NAME] NAMED NEW INTERNATIONAL COACH FEDERATION CHAPTER
[Insert name], a [insert coaching specialty] coach in [insert city], joins the International Coach Federation

[Insert location] – **[Insert Chapter name]** has opened its doors in **[insert city, state/country]** as a chapter of the International Coach Federation (ICF), the leading global organization of 27,000-plus professional personal and business coaches and offers the only independent and internationally recognized coach credentialing program. **[Insert name]** has been named chapter leader.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training. Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision-making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles.

The **[Insert Chapter name]** plans to **[insert goals and objectives]**.

[Insert quote from Chapter leader.]

There are currently **[insert number]** members.

[Insert information on any upcoming chapter events.]

[Insert chapter boilerplate - please note the below is the boilerplate for ICF]

The International Coach Federation is dedicated to advancing the coaching profession by setting high ethical standard, providing independent certification and building a worldwide network of credentialed coaches across a variety of coaching disciplines. ICF is active in representing all facets of the coaching industry including Executive, Life Vision and Enhancement, Leadership, Relationship, and Career Coaching. Its 27,000-plus members located in more than 135 countries work toward the common goal of enhancing awareness of coaching, upholding the integrity of the profession, and continually educating themselves with the newest research and practices. Learn more at Coachfederation.org.

###

[Insert contact information again.]

Finding the Right Reporters

- What media outlets?
- Which reporters?
- Build a list
- Keep your list up to date

Turnaround Tuesday



Transforming lives in Baltimore through Partnership

154 views

ICF Maryland Charter Chapter
Published on May 22, 2017

SUBSCRIBE 5

The image shows a group of approximately 20 people sitting in a circle on red chairs in a room with a red and white checkered floor. They appear to be in a meeting or discussion. A video player interface is overlaid on the image, showing a play button, a progress bar at 1:39 / 5:45, and various control icons. Below the video player, the title 'Transforming lives in Baltimore through Partnership' is displayed, along with '154 views' and social media icons for likes (0), dislikes (0), and share. At the bottom left, the ICF Maryland Charter Chapter logo and name are shown, along with the publication date 'Published on May 22, 2017'. At the bottom right, there is a red 'SUBSCRIBE 5' button.

Turnaround Tuesday

Ed and Claudia are just some of the 350+ ex-convicts and chronically un/under-employed people in Baltimore who have [found life-changing jobs](#) despite major blemishes on their record.

How? Two words—[Turnaround Tuesday](#). It's a Baltimore grassroots movement that continues to gain media attention for its ability to help those who hit rock bottom [re-write their stories](#).

Think of it as an AA meeting not for alcoholism but for those who have sobered up from a lifetime of bad decisions.

Every Tuesday, about a hundred people gather in a Baltimore church basement. They work with professional coaches from the [International Coach Federation](#) to re-write their stories. Those coaches help them unlock their potential along with resume writing and job interview skills.

This isn't a hand-out program. In fact, it's not a program. It's a movement dispelling the myth that large companies can't hire local.

Turnaround Tuesday

'Turnaround Tuesday' places ex-offenders, unemployed in jobs

by Paul Gessler | Tuesday, August 15th 2017



TURNAROUND TUESDAY.PNG

Nonprofit has aided hundreds to find employment



KIM HAIRSTON/BALTIMORE SUN

William Glover-Bey found work through Turnaround Tuesday, which was created by Baltimoreans United in Leadership Development to help people get jobs with health institutions and other businesses. Glover-Bey is a floor technician at Johns Hopkins Hospital.

Turnaround Tuesday helps jobless find work, get back on their feet

By CARRIE WELLS
The Baltimore Sun

When William Glover-Bey got out of prison in 1998, he lapsed back into the addiction he says he acquired as a teenager while selling drugs to help support his family.

He later started attending Narcotics Anonymous meetings and seeking a job to

help stay clean, but he didn't have the skills to navigate a market in which employers often frown on a criminal record. Walking out of an NA meeting in January 2015, a friend told him about a job placement program called Turnaround Tuesday.

The nonprofit helps people with criminal records, long stints of unemployment or other challenges land jobs with major Baltimore employers such as Johns Hop-

kins Hospital and the University of Maryland Medical System. So far it has helped more than 360 people secure employment, and 81 percent of them remained employed a year later.

Melvin Wilson, the co-director of Turnaround Tuesday, said the program's success hinges on its partnerships with employers. Applications from Turnaround See **TURNAROUND**, page 9

'Turnaround Tuesday' Helping Those Who've Hit Rock Bottom Get Back Up

By Mike Schuh August 8, 2017 at 6:00 pm

Filed Under: Turnaround Tuesday, Zion Baptist Church



Watch & Listen LIVE

SOUNDCLOUD

FIRST FOLLOW TO FIRST FEATURE

BALTIMORE (WJZ) — The figures are pretty dismal. 75 percent of those who are released from prison, will be back behind bars within five years.

Getting on the Air

☰ dubaieye 103.8 FM

Drive Live – Talks Careers, 27.03.2018

Drive Live Talks Careers. Can executive coaching land you that dream job or get you a promotion? Find out from our experts: Nehad Tadros, UAE President of the International Coaching Federation, Shane Philips of The Philips Group, and Ben Brown, Director of Clyde & Co. MENA's Employment Practice.

DRIVE LIVE
Drive Live
PODCAST
dubaieye 103.8
29:14
OmnyStudio

Drive Live - Talks Careers, 27.03.2018



<http://dubaieye1038.com/podcast/drive-live-talks-careers-27-03-2018/>

Media Outreach in Summary

- The more relevant to the journalist and media outlet, the better
- Make it easy by providing good content
- Personal follow-up is essential
- ICF is a resource to support your efforts

ICF PR Protocols



General Media Requests

- A reporter or producer may contact an ICF Chapter or Member with:
 - A **question** that needs a timely or immediate response. Often as a supplement to a story already written and ready to go.
 - A **inquiry** regarding a specific aspect of ICF or the coaching profession
 - A **request** for an interview regarding ICF and/or the coaching profession

Reporting Queries to ICF

- When a member of the media contacts a chapter or member for comment, immediately gather the following information to report to the ICF Communications Team:
 - Reporter name and outlet
 - Story deadline and/or timeframe for response
 - Information requested/focus of story
 - Method of comment (phone interview, TV interview, in-person interview)

Reporting Queries to ICF (con't)

- If pressed for an immediate answer to questions, inform the journalist that you are speaking as a representative of your own chapter or company, not as a representative of ICF
- Do not be afraid to ask for time.
 - “May I get back to you on this? What is your deadline?”
 - This gives you a chance to organize your thoughts and response, or seek input from ICF.

Best Practices in Media Relations

- Be courteous, but careful. Gather information before you deliver any.
- Give yourself time to respond.
- There is no such thing as “off the record.”
- Refrain from saying “no comment.”

Specific interview skills guidance and support is available from ICF.

ICF's PR Partner



ICF's Public Relations Partner

- As a PR partner, Stanton Communications offers support including:
 - Collaborating with ICF Communications Team to determine strategic direction for media outreach
 - Creation of story angles that may stimulate media interest in a positive fashion
 - Interface with a global network of partner agencies to generate media interest for ICF hot topics almost anywhere in the world
 - Recommended pitch angles, identification of opportunities and liaison with media representatives on ICF's behalf

Working with a PR Partner



What Can We Do for You & Your Chapters?

- Consult on ongoing stories/situations/crises
- Provide spokesperson interview prep
- Connect you with a PR regional partner
- Provide full, ongoing support through a separate, chapter-specific contract

Final Thoughts

- Positive communication helps ICF and its chapters gain favorable recognition for the profession and our brand
- When considering outreach, ask: Why should anyone care? Your answer is the reason to pitch the story.
- Know and follow ICF protocols when engaging with media representatives
- ICF Communications Team and our PR partner are resources for outreach support within the framework of overall ICF public relations strategy

Thank You

Questions?



Contact ICF

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