



Welcome to the 2018 FRPA Conference!

Learning Objectives

- Understand a variety of communication strategies and how to apply them.
- Examine your Department/Agency's top three stories and develop one media pitch.
- Develop short-term, mid-range and long-term marketing goals for one project/program/service.





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Why tell your story?

#1 REASON: TO CONNECT

It's how *you* introduce your system/program/service in order to establish and create a relationship.

The story is the beginning of your relationship and it is the link you/your organization will share with an individual...**FOREVER!**



Reasons to tell your story?

1. It's the truth!

It appears less of a sales pitch properly convey a story then your products are not going to appeal to your audience.

2. It humanizes your organization.

It makes your relatable.

3. It has legs.

Your story can (and should) be shared over and over.



Tips for crafting your story

1. Set the Stage.

2. Be Real.

3. Find the Nugget.

3. Engage.

3. Call to Action.



Learning Objective #1

Understanding/applying different communication strategies.

- **Photos**
- **Social Media Postings**
- **Paid Advertisements**
- **Articles**
- **Media Relations**



The Evolution of a Story

Miami-Dade Parks developed new program:
Fit2Lead – Park Internship Program (P.I.P)

Piloted in Summer 2016
Launched in Fall 2016

Staff identified one participant who was displaying improvements

Communications/Marketing team connected with participant.

Student was interviewed
Article was crafted
Story spread!

Additional coverage:
WPBT Channel 2
Engagement via social media

Story has legs!
Story inspired Miami-Dade Parks to create a bigger, more expansive PIP Program.
Department received \$1.8M Children's Trust grant



Learning Objective #2

Examine top three stories/develop media pitch.

- **National News - Elections**
- **Crisis - Shootings**
- **Trends**
- **Demands**
- **Agency**
- **Message/Mission/Vision**



Learning Objective #3

Develop short-term, mid-range and long-term marketing goals for one project/program/service.





Find A Park Near You
Parks305.org

 Parks Foundation of Miami-Dade
MiamiDade.gov/parks

 MIAMI-DADE COUNTY
@miamidadeparks
#Liveaparklife



NEWS





FRPA

**FLORIDA RECREATION
& PARK ASSOCIATION**

For more information about the Florida Recreation and Park Association visit www.frpa.org.