



SPEAKING FOR THE MISSION

Communications & Media Skills
to Advance Your Cause

March 24, 2026

PRESENTED BY

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About Scatena Media Group

Who We Are:

- Boutique, hands-on agency
- Deep roots in San Diego and across California
- Fully integrated communications firm, bringing together strategy, PR, marketing, content, digital, and creative services under one roof
- Clients have one-on-one connection to senior leaders throughout our partnership

“Where Strategy Meets Story”

- Help clients amplify their voice, share positive impacts
- Increase leads for future funding and collaborations
- Inspire action



About Scatena Media Group

UC San Diego
EXTENDED STUDIES

inW
MEALS on WHEELS
SAN DIEGO COUNTY

WAKELAND
HOUSING

Alzheimer's
SAN DIEGO

Gary and Mary
westpace

kpbs

GI FILM
FESTIVAL
SAN DIEGO

Planned
Parenthood®
Orange and San Bernardino Counties

Fully Integrated Communications

- PR
- Marketing
- Content
- Digital
- Creative services



“The Story That Didn’t Get Told”



Why This Matters

You're Already Doing Powerful Work

- Supporting seniors across California
- Providing more than meals: connection, safety, dignity
- Media helps:
 - Raise awareness
 - Increase funding
 - Reach more people in need



Key Takeaways for Today

- Pulse Check
- What Reporters Are Looking For
- The Simple Formula
- Handling a Media Request
- Top 5 Common Mistakes to Avoid
- Interview Questions to Keep Top of Mind
- Scenario: Mock Interview Prep
- Final Thoughts
- Open Forum



Pulse Check

- Been interviewed before?
- Was it a good experience?
- Was it ... not-so-great?

Bonus Question: What's one thing that makes media interviews feel intimidating or uncertain?



What Reporters Are Looking For

What Makes a Strong Media Opportunity

- Clear, simple answers
- Human impact stories
- Short, memorable quotes

⊘ Not: Jargon, long explanations, overloading with data



The Simple Formula

Keep It Focused

- One Message
- One Story
- One Takeaway

Example:

- Message: “Senior hunger is on the rise.”
- Story: “Recently, we delivered a meal to Paul, a senior client who relies on our support.”
- Takeaway: “For many seniors, these meals are not only their only nutrition of the day but also a vital point of connection.”



When The Media Calls

Step 1: Pause & Gather Info

- What's the focus?
- What's the media outlet and name of reporter?
- What's their contact information?
- What's the deadline / interview date?
- What type of interview (TV, phone, print)?
- Who else are they speaking with?



Handling a Media Request

Step 2: Choose the Right Voice

- Not always the executive director or CEO
- ***The best spokesperson is the most relatable one.***
- Other options:
 - Staff
 - Volunteers,
 - Clients, family members of clients,
 - Board members



Handling a Media Request

Step 2: Choose the Right Voice (continued)

- Choose someone who:
 - Knows the story
 - Knows key details on the organization
 - Is available quickly for interviews
 - Is approved (and prepped) to speak to media
 - Represents relevant lived experience (e.g., age, background, ethnicity, gender, etc.)



Handling a Media Request

Step 3: Quickly Prep!

- Share name of spokesperson, confirm date, time, and location with reporter.
- Create a prep document with:
 - 2–3 key messages
 - One real / anecdotal story to share
 - 2-3 supporting stats
- Create list of questions reporter might ask to practice with
- ★ Gather any photos or video clips of your program that may be helpful for the media in advance



Handling a Media Request

Step 4: Post-Interview

- Follow Up with the Reporter
 - **If the interview was recorded or for print:** Confirm when the interview will air/publish.
 - **If the TV interview was live:** Ask for the video file (if available).
 - Thank the reporter for the opportunity.
- Share the interview or placement on social media, in e-newsletters, with staff and board members, with donors, and add it to your YouTube channel and/or website.



What Makes A Strong Spokesperson

- Clear and conversational
- Comfortable
- Speaks in stories, not just facts



Top 5 Common Mistakes to Avoid

- Trying to say too much
- Using jargon or internal language
- Not answering the question directly
- Forgetting the human story
- Not preparing a clear call to action



Quick Prep Checklist

Before any interview

- What's our main message?
- What example/story will we share?
- What might they ask?

Preparation builds confidence.



Interview Questions to Keep Top of Mind

- Tell us about your organization.
- Why is this issue/event/program important right now?
- How does your organization make a difference in the community?
- Can you share an example or story that illustrates your impact?
- How can community members get involved?
- Anything you would like to add?



Mock Interview Scenario

Scenario: A local TV station invited you for a sit-down in-studio interview about summer volunteering.

- Who is your spokesperson? Do you want to bring in second spokesperson with you?
- What visuals can you provide the station (i.e. b-roll / handout video, photos)
- What example/story will you share?
- What questions might they ask?
- What are our top three messages?
 - Meals on Wheels is important because...
 - You should volunteer with Meals on Wheels because...
 - You can learn more about how to volunteer at...



Final Thoughts

- Keep it simple: message + story
- Have a basic process in place
- Choose and prepare your spokesperson
- Practice builds confidence



WHERE STRATEGY MEETS STORY.



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