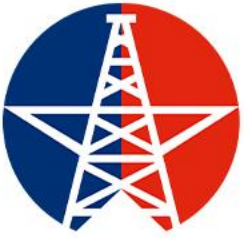


4007

LIGHTS, CAMERA, CONFIDENCE

MEDIA AND STORYTELLING 101





GOALS AND OBJECTIVES

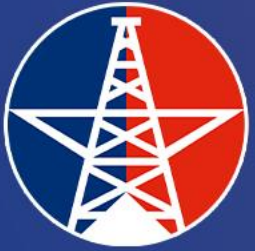
WHAT IS MEDIA AND STORYTELLING 101?:

This session prepares leaders and content experts to use powerful storytelling to shape positive public perception and strengthen trust in their work. We learn to translate complex topics into human-centered narratives that resonate with communities, influencers, and decision-makers. The session emphasizes building strong, proactive relationships with local media to ensure accurate, compelling coverage that resonates with viewers. Through guidance on message development, narrative framing, and confident on-camera presence, leaders gain tools to stay on-point, respond effectively under pressure, and elevate their organization's voice. The training highlights authenticity, empathy, and strategic communication as essential to advancing understanding and support for behavioral health services.

GOALS FOR OUR TIME TOGETHER?:

- Strengthen Storytelling Skills - benefits and development of cross departmental collaboration
- Shape Positive Public Perception - how and why we tell OUR story
- Build Strong Media Skills - content expert development and media relations

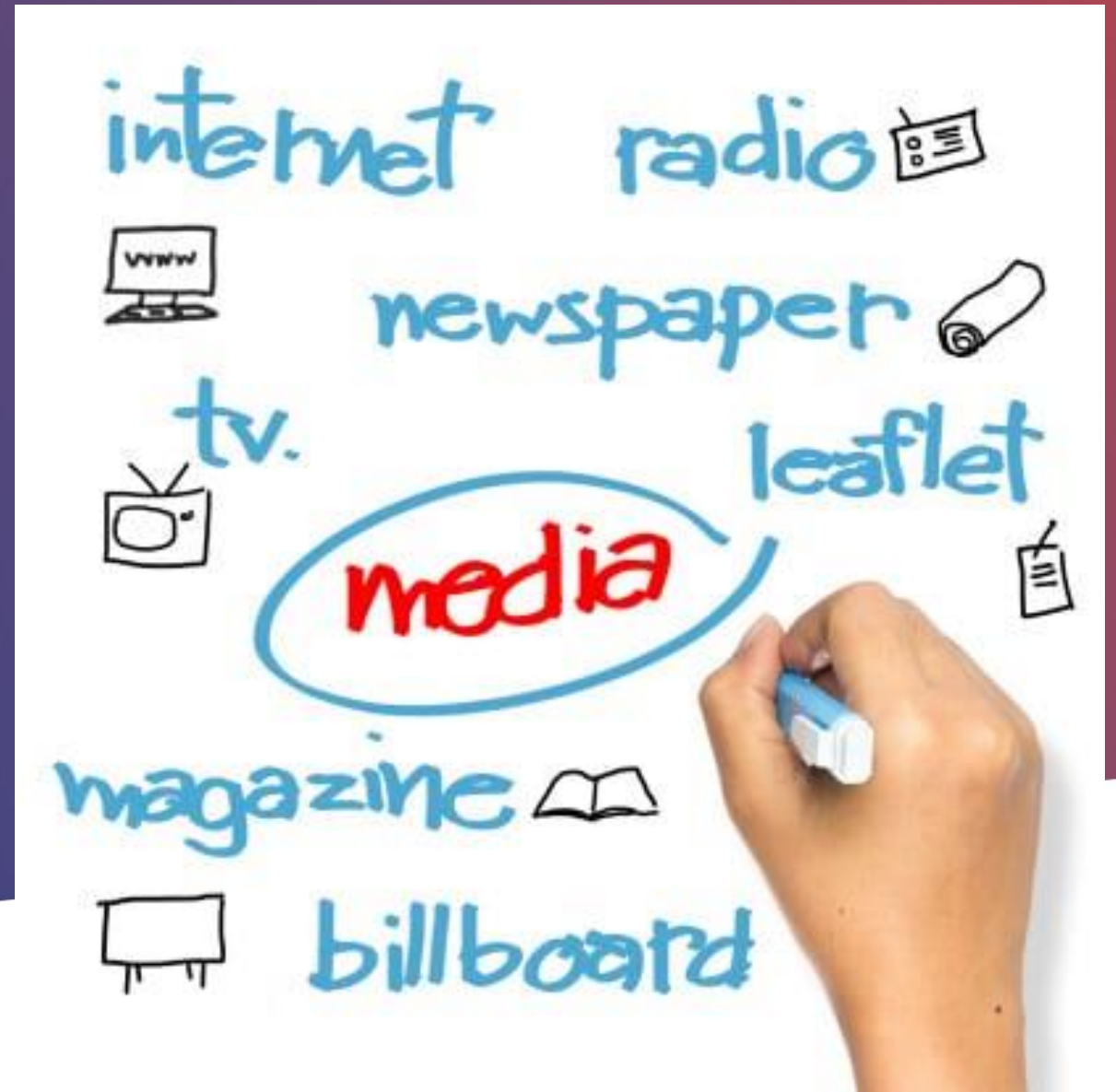


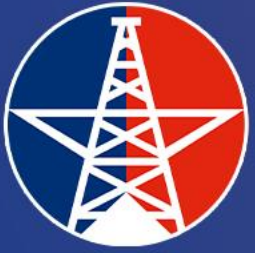


WHAT IS MEDIA?

The term **Media** refers to the communication channels through which we disseminate news, music, movies, education, promotional messages, and other data.

Includes: physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax, and billboards and more.



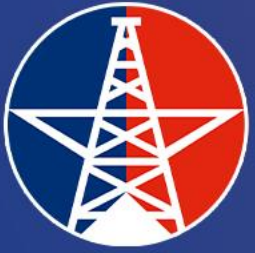


WHAT IS SOCIAL MEDIA?

- Social media is a collective of online communication channels where communities interact, share content and collaborate.
- ANY online networking service on which people publish, converse and share content from works of user-created video, audio, text or multimedia with the general public or with discreet groups of friends, colleagues or followers.
- Examples include but are not limited to: online posts/comments; media messaging service (MMS); Twitter®, Facebook®, LinkedIn®, YouTube®, Instagram®, TikTok® and all other social networks; and personal and organizational websites, blogs, wikis and similar outlets.

Spindletop-sponsored social media: online content posted by or on behalf of a recognized Spindletop Center department, program, service or organization.



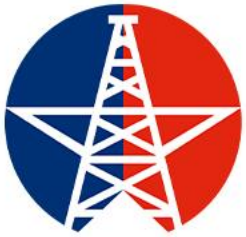


WHY DO WE NEED IT?

Utilizing media and social media as an organization allows Spindletop Center to timely, accurately, comprehensively, authoritatively and relevantly promote the Center's brand in the community and/or respond in time of emergency or crisis.

It allows us the opportunity to highlight our services and resources, share meaningful content with our community, advocate and share compelling stories of the work we do.





ROLES AND RESPONSIBILITIES

Spindletop Center's vision, promoting healthy living in our community, is the forward-facing guide to all our communications. Our vision, mission and values are the keys to our established brand image as a highly respected healthcare organization within our community. **The responsibility of maintaining our brand image falls upon every Center employee.**

However, our policies outline very distinct roles when it comes to media and social media responsibilities.

MEDIA POLICY

SOCIAL MEDIA POLICY





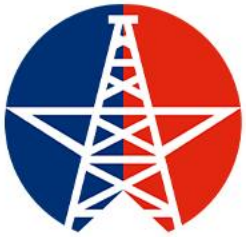
ROLES OUTLINED

DIRECTOR OF BUSINESS DEVELOPMENT AND PUBLIC RELATIONS

- Serves as the official spokesperson of the Center
- Conveys the Center's position on issues of general impact or significance and situations that are of a particularly controversial or sensitive nature. This includes all crisis and emergency situations.
- Receives all media requests
- Coordinates all media requests
- Under specific circumstances may designate another Spindletop Center employee to serve as spokesperson in their place. These employees are known as content experts and will be media trained prior to participation in media activity.

ALL EMPLOYEES

- Direct all inquiries from the media to the Director of Business Development and Public Relations and/or Public Relations and Marketing Administrator.
- All requests for pro-active media coverage should be made to the Business Development team
- All media opportunities will be coordinated by the Director of Business Development and Public Relations and/or Public Relations and Marketing Administrator.
- Center employees are not permitted to contact media outlets without the prior authorization of the Director of Business Development and Public Relations or the Chief Executive Officer.
- May be asked to serve as content experts. Training will be conducted prior to serving in this role.



MEDIA INTERACTIONS



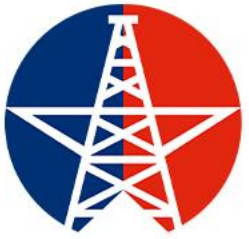
IF CONTACTED BY THE MEDIA YOU SHOULD:

A reporter, producer or other news media personnel may contact Center employees for a number of reasons:

- To get information about Spindletop Center, programs, services or clients.
- To get information or comments about recent unexpected events such as natural disasters, national or local tragedies, thefts or arrests, accidents or injuries, customer or employee complaints, federal, state or local regulatory actions, etc.
- To get information or comments about an action or event that could impact our industry, programs or services, new competitive entrants, new service lines, changes in governance or Center policies.
- To get information on a topical story in our community such as changes in local governmental officials or policies, problems or issues specific to the community we serve, etc.

All employees are instructed to refer all media calls and requests to the Business Development Department.

DO NOT say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "Spindletop Center's policy is to refer all media inquiries to Business Development. You can reach them at 409-839-1046 or 409-242-8452."



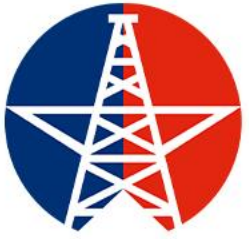
SCENARIO



WHAT SHOULD YOU DO?

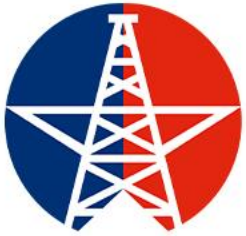
Channel 6 calls because there is a missing teen who is thought to have a mental health condition. He may be in crisis and the reporter wants you to speak to what this young individual maybe experiencing. What should you do?

ANSWER: Thank the reporter for reaching out and showing concern for this individual and advise them that all media inquiries need to be directed to our Business Development team. Offer to provide the contact information to them. Then, reach out to Business Development to inform them of the request.



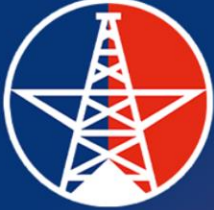
PROACTIVE + REACTIVE

**CROSS DEPARTMENTAL
COLLABORATION
DISCUSSION**



REACTIVE/CRISIS MEDIA APPROACH EXAMPLES

Main phone line
issues



SPINDLETOP CENTER UPDATE

Spindletop Center is currently experiencing main phone line issues. We apologize for this inconvenience and are working diligently to resolve the problem.

If your need is a medical emergency please dial **911**
or for crisis services call or text **988**.

We thank you for your patience and understanding.



Spindletop Center
Published by Aaron Nichols
· April 17 ·

Spindletop Center is currently experiencing main phone line issues. We apologize for this inconvenience and are working diligently to resolve the problem.

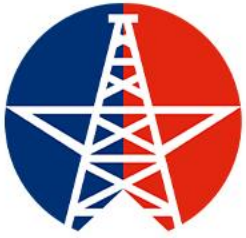
If your need is a medical emergency please dial 911 or for crisis services call or text 988.

UPDATE: All phone lines are now operational. Thank you again for your patience and understanding.

Edit Boost post

6

Like Comment Share



REACTIVE/CRISIS MEDIA APPROACH EXAMPLES

Orange County deputy
injured, 39-year-old man
fatally shot

CRIME

'Violent confrontation' ends with Orange County deputy injured, 39- year-old man fatally shot Wednesday in Orangefield

The incident triggered a brief lockdown of all three Orangefield ISD campuses but classes have now resumed on the normal schedule.



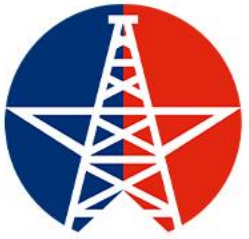
**What to do if you have a
proactive media story idea...**

Contact Business Development
and let's chat!



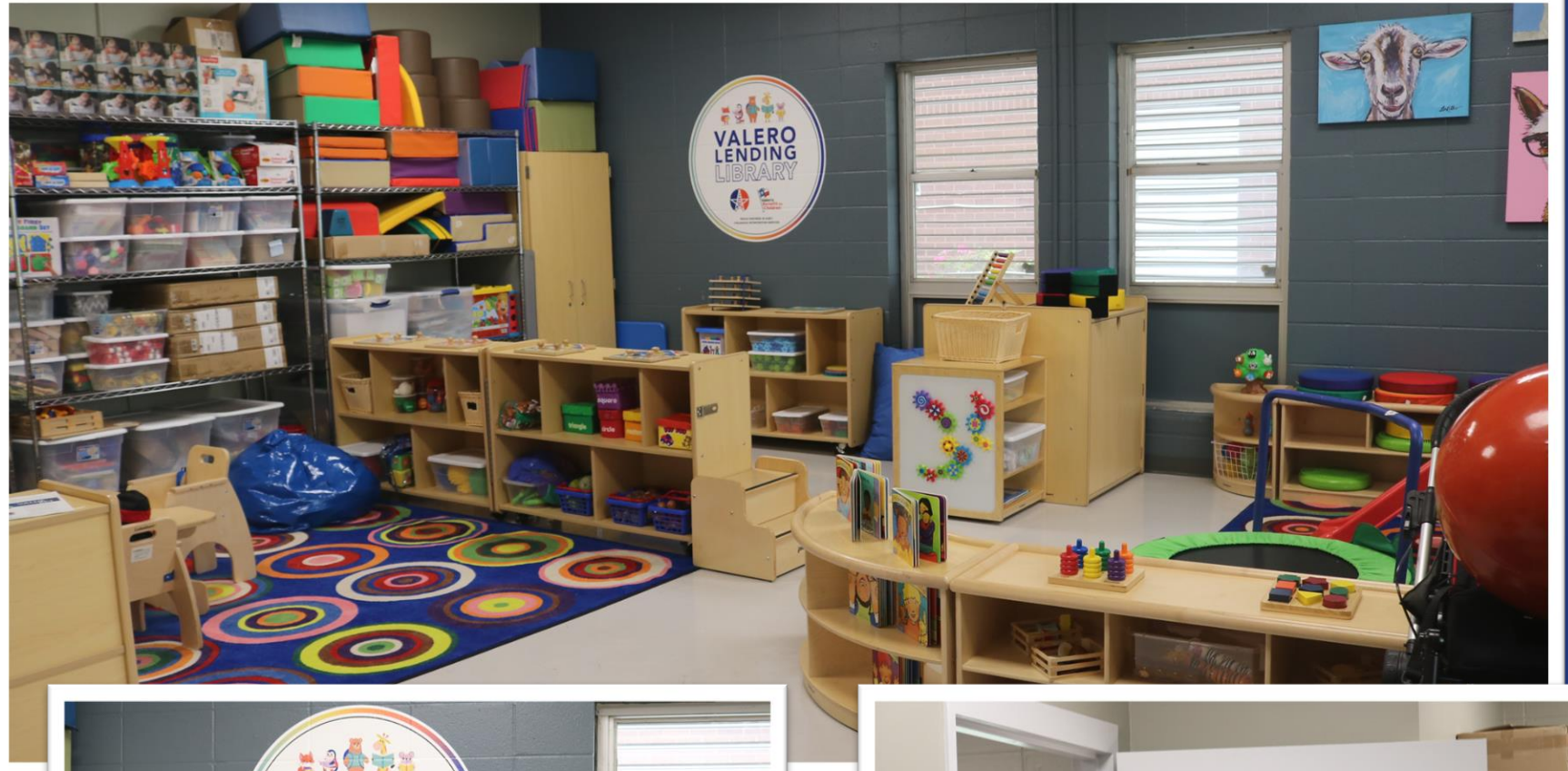
**HAVE A
GREAT STORY
TO TELL?**

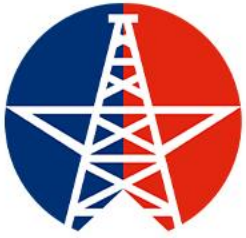
**Proactive
Media
Approach**



PROACTIVE MEDIA EXAMPLES

Valero Lending
Library

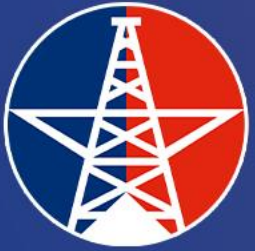




PROACTIVE MEDIA EXAMPLES

Signs of Strength Event





PROACTIVE MEDIA EXAMPLES

Mitsubishi Partnership to Upgrade Facility HVAC Systems



News Release

Contact Information:

Spindletop Center
Danielle Pardue
Director of Business Development and Public Relations
409.839.2292
Danielle.pardue@stctr.org



Spindletop Center

Release Date:

April 25, 2025

FOR IMMEDIATE RELEASE

Spindletop Center Partners with Mitsubishi to Upgrade Facility HVAC Systems

Keeping environmental efficiency improvements at forefront of facility operations

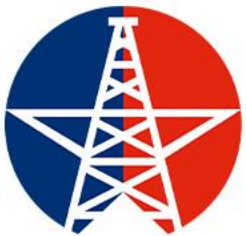
BEAUMONT, TX – Having recently renovated, remodeled and upgraded the Smith building on the North Campus of its Beaumont location, Spindletop Center aims to keep fundamental operations a top priority for the organization. On any given day, you will find the Center diligently working to ensure that clients receive the highest quality services, which includes maintaining efficient HVAC systems that provide optimal cooling environments for both employees and those they serve.

"When we say it takes a team to make Spindletop Center what it is, we truly mean that. Every person, from direct care workers and front-line staff to administrative teams and facility operations, work tirelessly in their respective areas of the organization to ensure our clients are taken care of to the best of our abilities," said Holly Borel, Chief Executive Officer at Spindletop Center.

During the building remodel Spindletop Center made a strategic decision to upgrade its HVAC system. After thorough research, a cutting-edge, energy-efficient Mitsubishi system was chosen to be installed. Widely used in Japan for years, it has only recently made significant inroads into the American market. "Its ability to allow individual users to control the temperature in their offices and classrooms, combined with its energy-saving potential, made it the perfect fit for our needs," says Wayne Hill, Director of Facilities for Spindletop Center. The model is so efficient that when Spindletop Center modified the lighting to LED and the FRV system, they now are only using 400 of the 2000-amp service.

Recently the Center was contacted by a Mitsubishi representative in Atlanta, Georgia who expressed interest in visiting the site to see the system in action and discuss its performance.

Main: 409.839.1000 | Toll-Free Number: 1.800.317.5809 | 24-Hour Toll-Free Crisis Hotline: 1.800.937.8097
SpindletopCenter.org



PROACTIVE MEDIA EXAMPLES

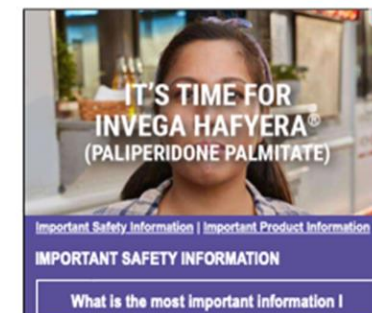
Grant from the Mildred Manion Foundation through Argent Trust for electronic tablets and individual art supplies such as play-dough, paper, paint, pencils, pens, crayons and journals.

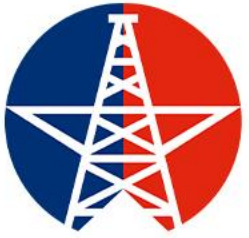
People in Business: Spindletop Center recently won a grant from the Mildred Yount Manion Foundation

By **Megan Zapalac**, Staff writer
July 10, 2024



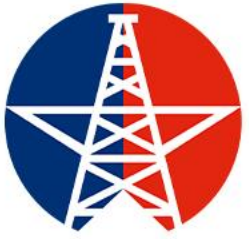
A child at the Spindletop Center playing with fidget toys bought using grant money from Mildred Yount Manion Foundation through Argent Trust Company
Provided by the Spindletop Center





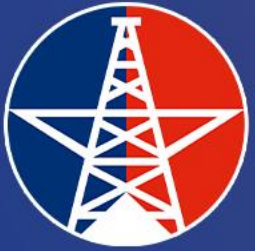
REAL WORLD SCENARIO PRACTICE





STORYTELLING

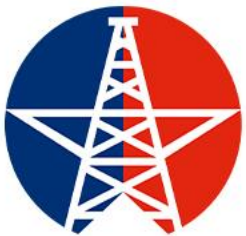
The power of sharing experiences



STORYTELLING

Storytelling is a vital tool for organizations as it helps to connect emotionally with their audience. By sharing compelling narratives, we can effectively communicate our mission, demonstrate our impact, and inspire action. Through stories, they can illustrate the real-life challenges and triumphs of the communities we serve, making our work relatable and memorable. This emotional connection often leads to increased support, whether through donations, volunteerism, or advocacy, allowing us to further our goals and make a more substantial difference in the lives of those we serve!





CLIENT TESTIMONIALS

Client stories unleash the power of our work!

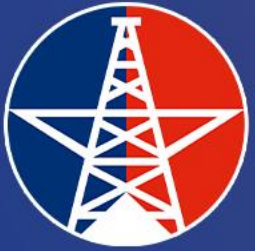
Likewise, sharing employee, board member or even community partner testimonials can offer the same support!

Collaboratively working with these groups to find ways to tell their story can lend to inspirational and positive public perception within the community. It builds trust, garners confidence among consumers and validates the messages and communications we share.





#MySpindletopStory



DIGITAL CAMPAIGN – ORGANIC VS. PAID MEDIA

ORGANIC POSTING – JUNE

4 Postings

VIEWS 8,876

CLICKS 28

REACTIONS 68

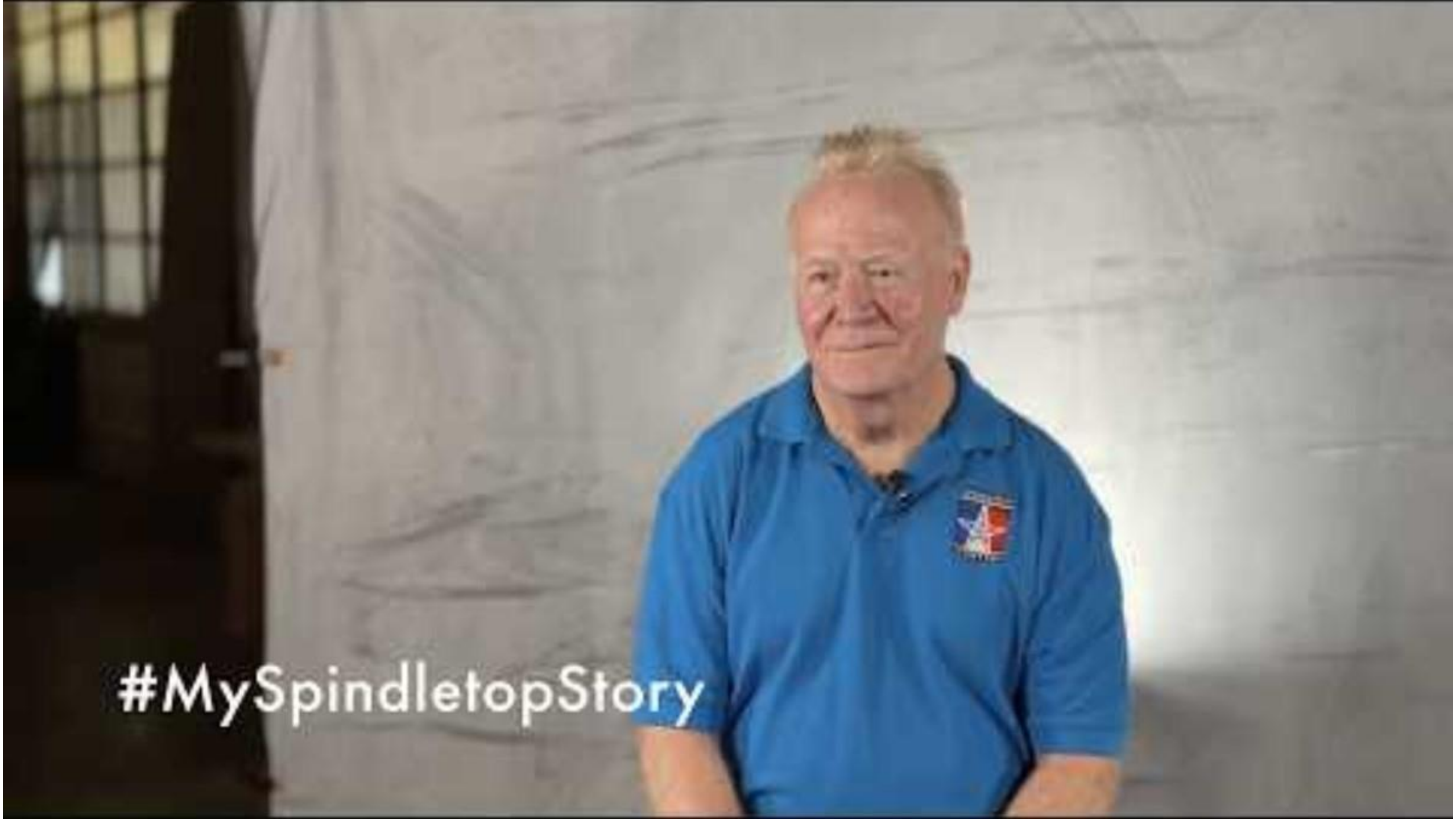
PAID POSTING – JULY

1 Paid Post – \$97

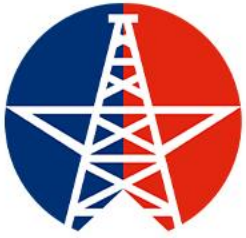
VIEWS 19,603

CLICKS 442

REACTIONS 67

A middle-aged man with short, light-colored hair is standing in front of a large, white, cylindrical spindletop. He is wearing a blue polo shirt with a small logo on the left chest. The background is a plain, light-colored wall. The hashtag #MySpindletopStory is overlaid in the bottom left corner.

#MySpindletopStory



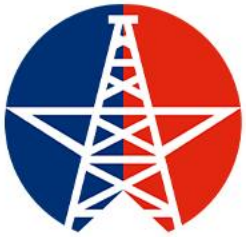
RECRUITING

Partnering with HR to promote hard to fill positions resulted in several short form employee videos that were used across social media over a month long campaign.





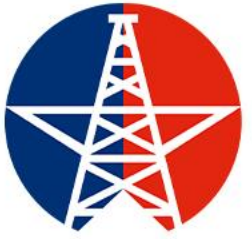




ABOUT ME!

I am a strategic, senior marketing and communications professional with 25 years of extensive experience in strategic marketing, public relations, advertising, communications, community relations, business development, event planning, and senior-level leadership. I have decades of media experience leveraging key relationships with local, state and national media outlets, extensive on camera experience and personally train aspiring public speakers of all ages. Through my collective skill set, I have been able to lead several organization's media teams to success from both a proactive and crisis response perspective. I believe in the power of people, commitment, words and the ability to positively influence.





SPINDLETOP CENTER

THANK YOU