

# 14

**Ways To Up Your Game  
As A Thought Leader**

# Meet the Presenters



**Sarah McKinney Gibson**

Storytelling and  
Media Specialist



**Marci Alboher**

Vice President,  
Strategic Communications



# #1: Become Active/Savvy on Twitter

## INSIDER TIPS:

- Find someone to mentor you
- Add “Views are my own” to profile
- Schedule time to scroll & RT
- Include a quote from an article
- Live-tweet at events
- Tag VIPs on social and RT them



*Eunice Lin Nichols  
VP, Campaign Director,  
Generation to Generation, Encore.org*



# #2: Speak Up at Community Meetings

## INSIDER TIPS:

- Speak about what you know & value
- Clarify importance to community
- Be open -- learn everything you can
- Focus on solutions
- Be generous – offer to help others
- Don't be afraid to show your passion



*Brenda Atchison  
Social entrepreneur,  
2018-19 Encore Public Voices Fellow*



# #3: Share Your Story

## INSIDER TIPS:

- Share your story with orgs seeking content to inspire others
- Look for blogs seeking storytellers
- Speak at local events or gatherings where people may value your story
- Be honest and try to help other people or causes – you never know where it will lead you!

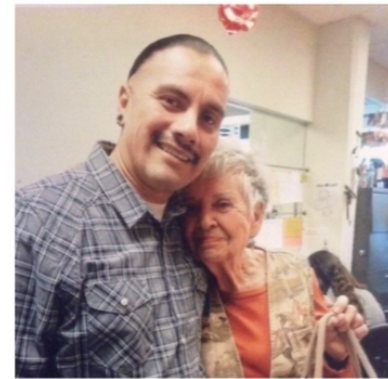


Conny Caruso  
Volunteer, Homeboy Industries

I was finally a contender as a writer. In 2013, my book, *Foothold In The Mountain*, about my life and career in Hollywood and on television, was launched to good reviews. You could say it took me a while. I was already in my 80's.

Given my age, I was surprised to be asked at a book signing, "What is your next project?" So jazzed about the success of my book, I blurted out, "I want to pay it forward."

And that's exactly what I've done. After learning about it in the local newspaper, I became a daily volunteer at [Homeboy Industries](#) in Los Angeles, an amazing organization that transforms former gang bangers into high-functioning citizens. It's known as one of the most successful rehabilitation programs in the U.S.



I have no specific title at Homeboy, sometimes called "MaMa" and sometimes affectionately known as "PITA", as in Pain In The You-Know-What. I do fundraising, but I also do a lot of hugging and some scolding. I listen, support, respect, appreciate and love all my "homies" deeply, encouraging them to move forward and suggesting options.

Homeboy Industries offers an "exit ramp" for those stuck in a cycle of violence and incarceration. With free services and programs, it supports

# #4: Start a Newsletter



## INSIDER TIPS:

- Identify software (e.g. MailChimp)
- Collect names
- Welcome with warmth
- Know your audience
- Be wary of the megaphone
- Pay attention to reader responses
- Learn from the data

Rei Wang  
Co-founder, The Grand



# #5: Publish on LinkedIn/Medium

## INSIDER TIPS:

- Don't want to wait or be edited
- Get a second set of eyes
- Be mindful of audience
- Use links appropriately
- You are the distributor
  - Email, social, e-sig
  - Tag and ask friends to share



*Marci Alboher,  
VP, Strategic Communications,  
Encore.org*





# #6: Pitch a Written Article

## INSIDER TIPS:

- Find pub(s) that cover your topic
- Track down submission guidelines
- Follow ALL instructions provided
- Confirm exclusivity
- Be patient!



*Sarah McKinney Gibson*  
Storytelling & Media Specialist,  
[Encore.org](http://Encore.org)

11.19.14

### Millennials Aren't The Only Ones Who Want Meaningful Work

Baby boomers can help the younger generations make a difference and vice versa.



[PHOTO: FLICKR USER TED EYTAN]



BY SARAH MCKINNEY 3 MINUTE READ

From the first time I heard about the encore movement—baby boomers are foregoing a retirement of leisure in favor of putting their experience to good use through a second career focused on social impact—I was hooked.

# #7: Pitch a Story Idea

## INSIDER TIPS:

- Leverage existing connections
- Be open to a different direction
- Track down experts to interview
- Request high resolution photo(s)
- Respect deadlines
- Be receptive to edits



### WORK & PURPOSE

## March For Our Lives: How Four 50+ People Are Stepping Up

They'll take to the streets at the March 24 student-led protests

By [Sarah McKinney Gibson](#) Encore.org Gen2Gen writer March 22, 2018



*Credit: March for our Lives*

On Saturday, March 24, at 10 a.m., the [March for Our Lives](#) demonstration to end gun violence and mass shootings will begin in Washington, D.C. and sister marches in 837 cities around the world. Hundreds of thousands of young people are expected to participate in this student-led movement that began after an armed teen killed 17 people at Marjory Stoneman Douglas High in Parkland, Fla. But students won't be the only ones marching.

*Sarah McKinney Gibson*  
Storytelling & Media Specialist,  
[Encore.org](#)



# #8: Write a Letter to the Editor

## Los Angeles Times

OPINION

Readers React: How California's aging population is its greatest natural resource



(Cameron Cottrill / For The Times)

OCT. 14, 2018 | 4 AM

**To the editor:** The [Oct. 7 article on California's aging population](#) focuses welcome attention on the needs of this fast-growing demographic. However, there is temptation to concentrate only on the negatives when there is another side to the story.

## INSIDER TIPS:

- Be a closer reader of that section
- Find publication's guidelines
- Reference piece you're responding to
- Crisp lead-in and close
- Be clear and specific
- When in doubt, go short
- Have a distinct point of view
- Don't be frustrated

*Paul Irving*  
*Chairman, Milken Institute Center for the Future of Aging,*  
*Board Chair, Encore.org*

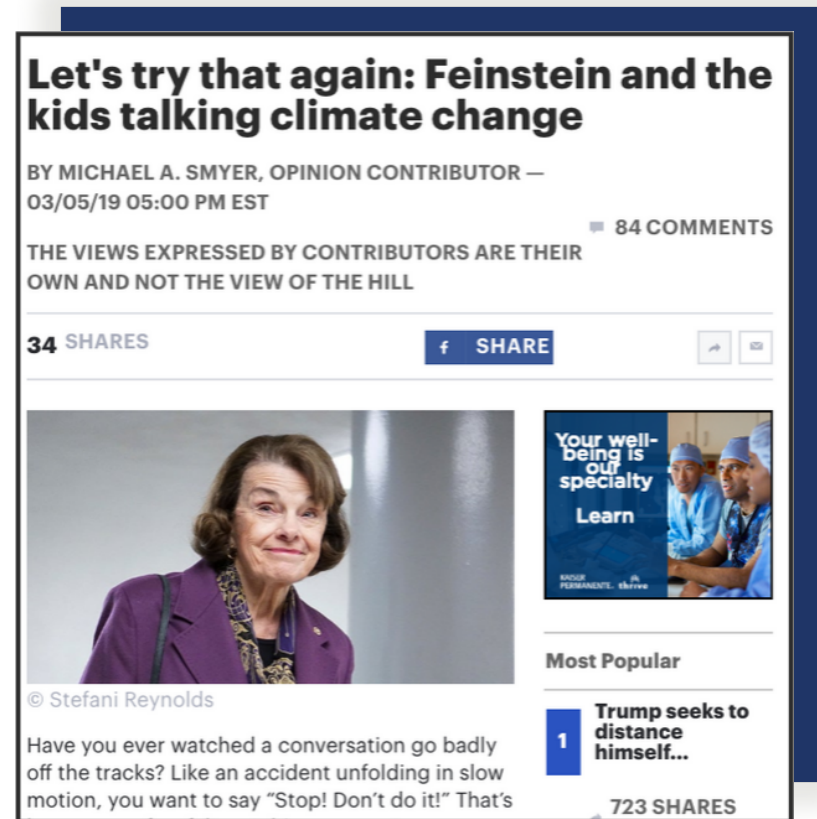




# #9: Write an OpEd

## INSIDER TIPS:

- Answer these questions:
  - Why this? Why now? Why me?
- Follow the format:
  - Lead with the news
  - Make an argument (w/points)
  - Address detractors
  - Propose a solution

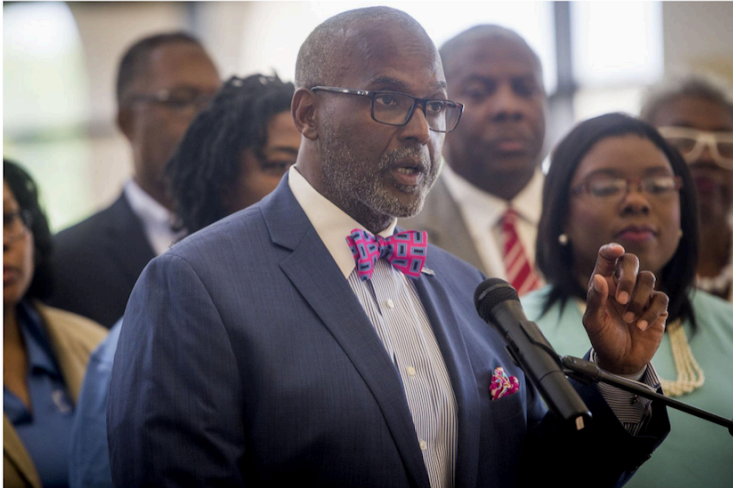


*Mick Smyer,  
Founder, Graying Green,  
2018-19 Encore Public Voices Fellow*

# #10: Be a Resource for the Media

## Guest column: Reclaim elders as leaders and mentors

BY RAYMOND JETSON SEP 25, 2018 - 6:00 PM 2 min to read



Advocate staff photo by BRIANNA PACIORKA -- MetroMorphosis President and CEO Raymond Jetson announces the seven goals MetroMorphosis, 100 Black Men of Metro Baton Rouge and Capital Area United Way will focus on to address issues facing Baton Rouge black boys and men at a press conference held at Baton Rouge Community College on Thursday, July 21, 2016.

Brianna Paciorka

Buy Now



Last week, Mayor-President Sharon Weston Broome and Chief Murphy Paul announced a plan to establish an advisory council to the chief, "to advise and support the police chief in another

## INSIDER TIPS:

- Go local
- Understand the entity
- Introduce yourself
- Convey unique point of view
- Build the relationship IRL
- Respond to articles
- Understand their needs
- Live up to commitments

*Raymond A. Jetson,  
President & CEO, MetroMorphosis,  
2018-19 Encore Public Voices Fellow*



# #11: Speak at Conference or Event

## INSIDER TIPS:

- Respond to a call for speakers
- Partner with an organization or leader who is already going & offer to co-lead a session
- Develop and deliver a workshop
- Offer to lead a small breakout session for an existing talk or workshop



*Corita Brown,  
Director of Innovation & Learning,  
Encore.org*

# #12: Give a TEDx Talk

## INSIDER TIPS:

- Study the TED website
- Rest assured: presenters are often first-timers!
- Propose a specific idea – not a broad topic / theme. (e.g. Why ageism hurts old & young)
- Concisely answer these questions:
  - Is your idea new (or new perspective on an old idea)?
  - How is your idea relevant now?
  - Why are you the most qualified person to give this talk?
- Give yourself plenty of time to write, rewrite and practice
- Find someone you trust to give feedback



*Photo credit: Jason Van Valkenburgh*

*Kevin Rabinovich,  
Founder, TEDxYouth@Columbia,  
2019-20 Encore Public Voices Fellow*



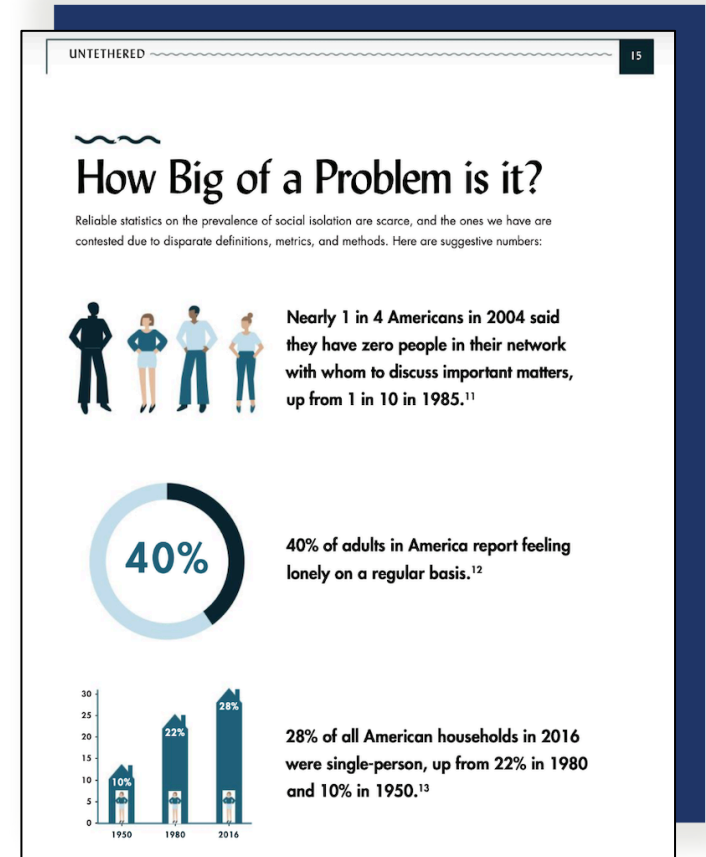
# #13: Self-Publish

## INSIDER TIPS:

- Identify your target audience
- Notify them when it's finished
- Budget for a visual designer
- Invest in new relationships that come from identifying people with a common interest
- Be ready for speaking requests and opportunities to advise or consult



*David Hsu,  
Head of Business Innovation,  
Proper Daley*

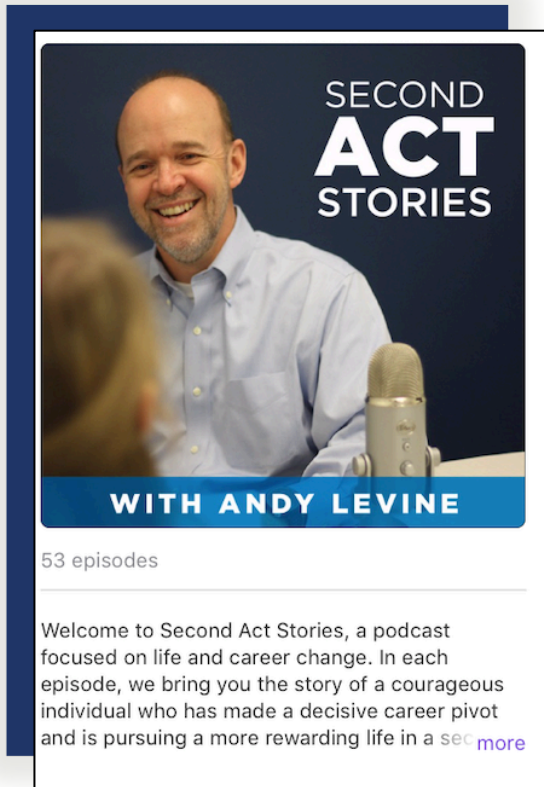




# #14: Start a Podcast

## INSIDER TIPS:

- Take a podcasting 101 course
- Develop a unique & well-defined focus
- Buy the right equipment
- Define your target audience
- Spend time with them
- Develop 4-6 test episodes to get early feedback on privately
- Launch on Apple Podcasts, Spotify, Stitcher and other services



*Andy Levine,  
Creator & Host, "Second Act Stories" podcast*



# Questions?