



Media Relations

Advisory 1/3



FOR IMMEDIATE RELEASE
September 15, 2020

MEDIA CONTACT
Hillary Bullock
502.741.4644

MEDIA ADVISORY

WHO: **Pam Darnall**, *President/CEO, Family & Children's Place*
Vaughn M. Nebbitt, *VP of Early Childhood Services, Family & Children's Place*

WHAT: As the COVID-19 pandemic disrupts schools and childcare facilities across the country, Family & Children's Place is stepping up to help Louisville parents nurture their children to success – all from the convenience of home.

This media availability will show how Family & Children's Place is expanding its Greater Louisville Head Start program to offer services not only at learning centers around Louisville, but now through virtual "home visits." Photo and video opportunities will include a live, virtual "home visit" (conducted via video conference) with one of the very first families to benefit from the program.

Home visiting programs are a top choice for parents who want to be equipped as the first and foremost educator of their child. They're also an effective and increasingly attractive option for families who face heightened health and safety concerns or who lack reliable transportation. Greater Louisville Head Start brings the curriculum and the education *to the family*. Topics include developmental milestones, age-appropriate skills like listening and cleaning up, and family health and relationships. This program is the only one of its kind in the region.

Greater Louisville Head Start is now enrolling up to 108 children from birth to three years old. This groundbreaking program is free for eligible families. Families will participate in a 90-minute "home visit" each week using a video conferencing platform like FaceTime, Facebook Messenger, or Zoom. Visits will transition from video conferencing to in-home once it is safe to do so.

WHEN: Tuesday, September 15 from 10 to 11 a.m.

WHERE: Family & Children's Place
525 Zane Street
Louisville, KY 40203

Enter at the Family Service Center. Face masks are required unless actively filming.

WHY: In 2019, the federal government made available its contract to provide Head Start and Early Head Start services to Jefferson County families in poverty. Family & Children's Place – operating in partnership with Community Coordinated Child Care (4-C) – was awarded a \$30 million grant following a competitive bid process and with support from Sen. Mitch McConnell. The two agencies have a combined 185 years of experience helping Louisville's children and families succeed.

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Media Relations

Advisory 2/3



Re:Center Ministries

For Immediate Release
January 30, 2019

Media Contact
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Media Advisory

Homeless Ministry Adding 12 Beds for Men

LOUISVILLE, Ky. – Re:Center Ministries (formerly Louisville Rescue Mission) will announce a 12-bed expansion of its residential LifeChange Program for homeless men, during a media hour tomorrow. Founded in 1881, Re:Center is Kentuckiana's oldest and one of the nation's top five oldest gospel rescue missions.

WHO: Cory Bledsoe, Executive Director

WHEN: Thursday, January 31, 2019
Interview and photo opportunities between 10 and 11 a.m.

WHERE: Re:Center Ministries
Louisville Campus
733 East Jefferson Street
Louisville, KY 40202

Please utilize client entrance via ramp on right side of building

This coming Monday, February 4, Re:Center will expand its residential LifeChange Program by 38% – from 32 to 44 beds – with the launch of a new phase serving up to 12 homeless men for up to 45 days at a time. Residents will check in each night, take showers, do laundry, sleep in a safe and clean environment, store their personal belongings, and check out each morning. Additionally, residents will participate in regular case management with Re:Center staff to begin addressing the root causes of their homelessness.

Re:Center will strongly encourage residents in this new phase to continue in the 18-month program – moving into the more intensive phases where residents overcome addictions, learn life skills, obtain stable income and housing, reconcile with family, and build sustainable lives.

The expansion has been made possible by nearly \$160,000 in grant funding from The Gheens Foundation, Kentucky Social Welfare Foundation, Lift a Life Foundation, and Southeast Christian Church.

Re:Center's mission is to reconcile homeless and hurting people to God, family, and community by the power of Christ in partnership with the local church. The ministry's expansion of their residential LifeChange Program comes on the heels of two other recent expansions: the launch of a homelessness prevention campus in Southern Indiana and the tripling of daytime relief services provided to homeless women and children in Louisville.

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Media Relations

Advisory 3/3



For Immediate Release:
September 17, 2018

Media Contact:
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Media Advisory

LOUISVILLE – Louisville Rescue Mission will announce its new name at a news conference tomorrow as it launches a new campus in Southern Indiana and expands services in Louisville. Founded in 1881, Louisville Rescue Mission is Kentuckiana’s oldest and one of the nation’s top five oldest gospel rescue missions.

WHO: David Lewis, Jr. (President, Louisville Rescue Mission Board of Directors)
Cory Bledsoe (Executive Director, Louisville Rescue Mission)
Keeley Stingel (Executive Director, Homeless Coalition of Southern Indiana)
Mary Frances Schafer (Director of Community Coordination, Louisville Coalition for the Homeless)

WHEN: Tuesday, September 18, 2018

WHERE: Press conference:

- 10 a.m. at Louisville campus (733 E Jefferson St, Louisville, KY 40202)

Interview and photo opportunities:

- 10:30 a.m. to 12:30 p.m. at Louisville open house (733 E Jefferson St, Louisville, KY 40202)
- 5 to 7 p.m. at Southern Indiana open house (332 E Chestnut St, Jeffersonville, IN 47130)

Louisville Rescue Mission reconciles homeless and hurting people with God, family, and community by the power of Christ in partnership with the local church. The ministry’s announcement of a new name comes as its programs expand to meet the ever-evolving needs of the homeless community. All programs are available at no cost.

- **Prevention programs:** Louisville Rescue Mission is launching a campus in Southern Indiana designed to prevent homelessness by addressing its root causes. Free services will include appointment-based counseling as well as short-term classes and support groups on such topics as addiction recovery, job readiness, and parenting.
- **Relief programs:** Louisville Rescue Mission is expanding the Drop-In Program at its Louisville campus, which provides restrooms and shower facilities, laundry facilities, mailboxes, and personal belonging storage. This program previously offered 25 hours of co-ed services and 10 hours of women-only services each week. Now, it will offer 30 hours of services each week to only women and women with young children – a 200% increase of this population served by the ministry.
- **Recovery programs:** Louisville Rescue Mission is expanding the LifeChange Program at its Louisville campus, which provides counseling, life skills classes, addiction recovery support, and job training/placement in an intensive residential setting. This program previously served up to 32 men over two phases lasting a total of 16 months. Now, it will serve up to 46 men over three phases lasting a total of 18 months – a 44% increase of this population served by the ministry. The additional 14 beds in the new, first phase of the program will be tailored to care for men during their crucial first steps out of homelessness and into a transformed life.

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Media Relations

Crisis Statement 1/3



Family & Children's Place

FOR IMMEDIATE RELEASE

December 22, 2020

MEDIA CONTACTS

Hillary Bullock (502.741.4644)
Christi Lanier-Robinson (502.609.9141)

Child Welfare Agency Impacted by Building Fire

JEFFERSONVILLE, In. – Family & Children's Place is sad to announce that its Jeffersonville office sustained severe damage in a building fire on Sunday afternoon. No Family & Children's Place staff or clients were in the building at the time of the fire. The cause of the fire remains unknown.

Founded in 1883, Family & Children's Place builds strong families in Louisville and Southern Indiana by preventing, stopping, and healing child abuse and neglect. The agency's Jeffersonville office – located at 100 West Court Avenue – served as one of its child advocacy centers, providing child victims of sexual and physical abuse with a safe place to tell their story to law enforcement officials and child protective services. The office also provided professional counseling services to hundreds of children and families impacted by abuse, neglect, and other forms of trauma.

Child advocacy staff have been serving clients in-person throughout the COVID-19 pandemic and are working hard to ensure Southern Indiana clients can be seen at the agency's New Albany office or another facility that has yet to be determined. Counseling staff have been operating almost entirely remotely since the start of the pandemic, thus minimizing the impact to those clients.

"I'm so proud of the dedicated professionals we have here at Family & Children's Place," says President/CEO Pam Darnall. "We've already taken a number of steps to ensure no child or family is negatively impacted by this fire. We are deeply committed to every single one of our clients."

Family & Children's Place is working closely with the building landlord, local authorities, and the agency's insurance provider to assess the full scope of the damage and to develop a plan to recover. Any immediate needs related to the building fire will be shared with the community at famchildplace.org.

This year has presented a number of challenges to Family & Children's Place – including, of course, the onset of the COVID-19 pandemic. Donations have dropped by a staggering 26% as the child welfare agency – which typically serves more than 4,500 Louisville and Southern Indiana families each year – prepares to enter 2021. Members of the community who would like to support Family & Children's Place during this unprecedented time are encouraged to make a financial donation at famchildplace.org/donate. All donations are tax-deductible and will be used where most needed.

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Media Relations

Crisis Statement 2/3



Re:Center Ministries

For Immediate Release
June 14, 2019

Media Contact
Hillary Bullock
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Statement on Death of Re:Center Ministries Resident

LOUISVILLE, Ky. – Re:Center Ministries is shocked and deeply saddened to confirm the death of a resident of our LifeChange Program. The male resident was found at our Louisville campus on June 14 and the cause of death is currently under investigation. Employees of Re:Center were on duty at the time the resident was found and they notified emergency personnel immediately. No residents, volunteers, or employees appear to have been in danger at any time.

Out of respect for the resident and his loved ones, we decline to share additional details at this time. We ask for the community's prayers as we seek to care for our employees and residents during this time of grief.

About Re:Center Ministries

Founded in 1881, Re:Center Ministries (formerly Louisville Rescue Mission) reconciles homeless and hurting people to God, family, and community by the power of Christ in partnership with the local church. Re:Center's programs offer hope for a better life through campuses in both Louisville and Southern Indiana. Programs span a continuum of care – from prevention to relief to recovery – and provide holistic, high-impact answers to the problem of homelessness in our communities.

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Media Relations

Crisis Statement 3/3



Re:Center Ministries

For Immediate Release
August 28, 2019

Media Contact
Hillary Bullock
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Statement on

LOUISVILLE, Ky. – The board of directors of Re:Center Ministries has removed [Name] from its governing body effective August 23, 2019. The action came after [Name], a member of the board since August 2015, was arrested on charges of child molestation and incest.

Board President David Lewis, Jr. said: “The board and staff here at Re:Center are deeply disturbed and distraught by the charges that have been brought against [Name]. We immediately suspended [Name]’s participation on Re:Center’s board upon learning of his arrest. After investigating the details surrounding the arrest, we determined that [Name] should be permanently removed from the board. That vote took place on Friday, August 23 during a specially called meeting – as required by our bylaws – and was a unanimous decision. Re:Center vehemently condemns crimes against children and takes seriously the charges against [Name]. We pray for justice to be done in this case.”

Re:Center requires all volunteers who interact in any capacity with children to pass a stringent background check and adhere to the highest standards of integrity. However, records indicate that [Name] never volunteered directly with any Re:Center clients, including children.

Out of respect for the [Name] family, Re:Center declines to share additional details at this time. We ask for the community’s prayers for the [Name] family during this painful time.

About Re:Center Ministries

Founded in 1881, Re:Center Ministries (formerly Louisville Rescue Mission) reconciles homeless and hurting people to God, family, and community by the power of Christ in partnership with the local church. Re:Center’s programs offer hope for a better life through campuses in both Louisville and Southern Indiana. Programs span a continuum of care – from prevention to relief to recovery – and provide holistic, high-impact answers to the problem of homelessness in our communities.

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Media Relations

Media Training



Family & Children's Place



Media Relations

Media Training

Media Training

15 min | The Landscape of Traditional & New Media

25 min | Your Vocal Presence

15 min | Your Visual Presence

BREAK

5 min | Preparation

20 min | Message Development

10 min | Control Techniques

5 min | Delivery

15 min | Q&A





Media Relations

Media Training

What are your thoughts, emotions, and experiences
vis-a-vis media interviews?



Media Relations

Media Training

Traditional vs. New Media

Newspapers
TV
Radio

Blogs
Social Media
Podcasts



Media Relations

Media Training



Attention

Earn free PR



Leadership

Gain reputation as a subject matter expert



Influence

Define or be defined



Media Relations

Media Training





Media Relations

Media Training

So, vocal filler is, like, when you pause in some part of a, you know, sentence, to think about what you, um, are going to say next. Except that, you know what I'm saying, you fill the silence with some sort of sound or, uh, word. The term for that sound you make is, uh, vocal filler.

Tip #1

Get comfortable with silence/pauses.

Tip #2

Practice on-camera.

Tip #3

Breathe and relax.



Media Relations

Media Training

Presence in Newspapers & Blogs

- If not in-person, find a completely quiet space with no interruptions. Wear headphones.
- Use conversational language.
- Speak slowly and clearly.
- Breathe and take a sip of a beverage whenever the reporter speaks.
- After the reporter asks a question, pause for a moment to formulate your answer.
- Write down your top three soundbites and any other essential information. Keep them in front of you.





Media Relations

Media Training

Presence on Radio & Podcasts

- If not in a studio: Find a completely quiet space with no interruptions. Wear headphones.
- If in a studio: Get comfortable in the chair. Stay very close to the mic when speaking, otherwise pull back.
- Write down your top three soundbites and any other essential information. Keep them in front of you.
- Speak slowly, clearly, and with a smile.
- Place a beverage on the table and take frequent, silent sips.
- Write down the interviewer's name and use it occasionally.





Media Relations

Media Training

Presence on TV & Social Media

- Always look at the interviewer, not the camera.
- If standing: Face the interviewer. Place one foot slightly forward and slightly bend knees to avoid shifting.
- If sitting: Sit up straight. Lean slightly forward. Cross your legs (at the feet) toward the interviewer.
- Keep your hands steady when not making natural gestures.
- Maintain an appropriate, engaged facial expression at all times.
- Wear solid, colorful clothing without logos. A lapel or collar is helpful for mic placement.





Media Relations

Media Training

Preparation



Media Relations

Media Training

Message Development



Media Relations

Media Training





Media Relations

Media Training

Let's practice formulating soundbites.



Media Relations

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Media Relations

Media Training

Let's practice anticipating questions.



Media Relations

Media Training

Control Techniques



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Media Training





Media Relations

Media Training

Let's practice control techniques.



Media Relations

Media Training

Delivery



Media Relations

Media Training



Family & Children's Place