



MOORE



Words Matter!

Engage the Media With Clarity, Confidence and Effectiveness

Honor Flight Network Summit

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- L.L.Bean's Public Affairs department for 14 years: corporate spokesperson, brand management and corporate reputation.
- Media trained dozens of executives and employees.
- Currently serves as media strategist and brand management, corporate reputation expert.
- Avid fly fisherman, table tennis nerd and bonsai grower.



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Today's Agenda

Morning Session



Part I:
Media Outreach Tactics



Part II:
Telling a Great Story

Afternoon Session



Part III:
Media Training Essentials



Part IV:
Case Study

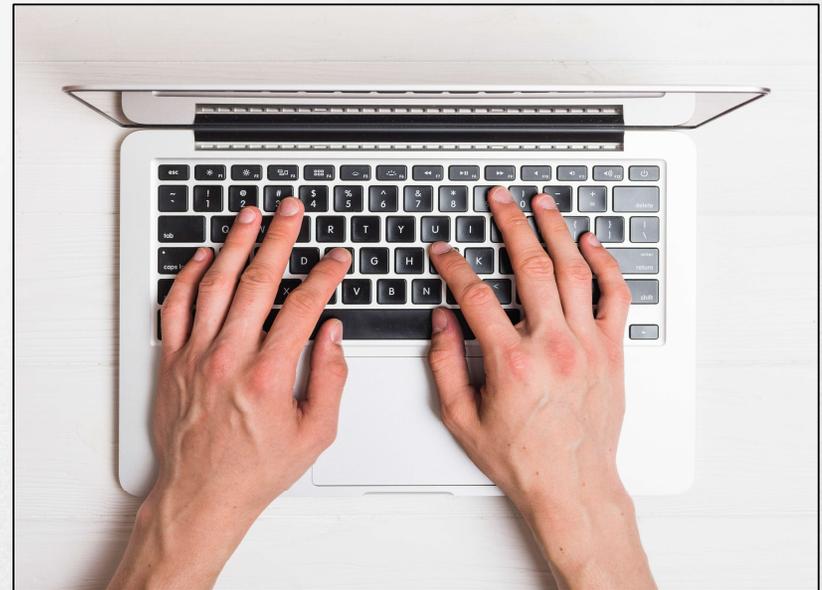


Part V:
Interactive Exercise



Part I: Media Outreach Tactics

- **The Power of PR**
- **AI is Changing Everything**
- **Core Principles of Media Outreach**
- **Building a Media List**
- **PR Tactics and Tools**
- **Outreach Tips**





The Power of PR

- **It's farming, not hunting.**
- **Builds visibility, credibility and trust.**
- **Shapes public perception.**
- **Strengthens mission impact.**
- **Allows you to tell an extended story with emotion, context and impact.**

AI is Changing Everything.

And here is why words matter when it comes to your organization....





Core Principles of Effective Outreach

- **Be timely and relevant**
- **Offer a compelling story**
- **Target the right reporters.**





Building a Media List

Using AI, Start with Local Media Outlets and Identify Relevant Reporters...

- **Ask AI, “List all newspapers, TV stations, and radio stations in Asheville, NC.”**
- **Then ask, “Of those media outlets, provide me with a list of all reporters that cover local/regional/community news, or veterans' affairs, or military affairs and *provide me with recent examples of their relevant articles.*”**
- **Then ask, “Please provide me with email address for all of the above reporters.”**
- **Then ask, “Create an Excel spreadsheet with the above reporters including name, outlet they work for, their beat, email and phone number.”**

Media List Example

Name	Outlet	Beat	Email	Phone Number
Johnny Casey	Asheville Citizen-Times	Community News	jcasey@citizentimes.com	
Ryley Ober	Asheville Citizen-Times	Public Safety / Veterans	rober@gannett.com	
Sarah Honosky	Asheville Citizen-Times	Community / Veterans Affairs	shonosky@citizentimes.com	
Chase Davis	Mountain Xpress	Local Government / Community	chase@mountainx.com	
Kimberly King	WLOS (ABC-TV)	Community / Investigative	kmking@wlos.com	
Rex Hodge	WLOS (ABC-TV)	Community News	rex.hodge@wlos.com	
Gracie Palmer	WLOS (ABC-TV)	Community News	gpalmer@wlos.com	
Helen Chickering	WCQS / Blue Ridge Public Radio	Local / Community		
Mark Starling	WWNC (News Radio 570 AM)	Community / Veterans Affairs	mark@wwnc.com	
John Boyle	Asheville Watchdog	Local Government / Community	j***@avlwatchdog.org	
Dan DeWitt	Asheville Watchdog	Community / Investigative		
Andrew R. Jones	Asheville Watchdog	Local Accountability		
Jason Sandford	Ashvegas	Community News		
Jose Sandoval	Carolina Public Press	Government / Veterans Affairs		
Laura Hackett	Carolina Public Press	Government / Disaster Recovery		



Tactics for Media Outreach

- **Build an Editorial Calendar:**
 - **HFN Flights/Events**
 - **National Holidays**
 - **Local Events**
 - **Leverage Milestones and Anniversaries**
- **Tools of the Trade:**
 - **Media List**
 - **Editorial Calendar**
 - **Press Release**
 - **Media advisory**
 - **Targeted Pitches.**

Be strategic with how you use your tools and the cadence/timing.

FOR IMMEDIATE RELEASE



Honor Flight Network bringing African American veterans to national war memorials for inaugural Juneteenth event

Black veterans from the Atlanta area to receive trip of a lifetime visiting memorials built in their honor and in remembrance of those who made the ultimate sacrifice for our country.

WASHINGTON (June 4, 2024) — [Honor Flight Network](#) is proud to announce its first-ever Juneteenth Honor Flight trip, which will celebrate African American veterans from the Atlanta area. On June 19, 2024, these American heroes will take a special flight to Washington, D.C. to visit the national memorials built to honor and commemorate their service and sacrifice.

The veterans, revered for their dedication and service, will embark on a journey of remembrance and gratitude with an all-expenses-paid trip from Atlanta to the nation's capital. There, they will be immersed in a day of visits to the World War II Memorial, Korean War Memorial, Vietnam Veterans Memorial, Arlington National Cemetery and more. Part of the group will include a 101-year-old veteran, three Purple Heart recipients, one of whom is also a Bronze Star recipient, and four women veterans.

"For our inaugural Juneteenth event, we're paying tribute to the unsung heroes of our nation, the Black veterans who selflessly served during America's most pivotal war periods," said Meredith Rosenbeck, Honor Flight Network chief executive officer. "These veterans will return home with a renewed sense of pride, reminded by a grateful nation that they truly made a difference for each of us."

Honor Flight Network is a national nonprofit organization formed in 2005 with a mission of celebrating our nation's veterans by inviting them to share in a day of honor at our nation's memorials in Washington, D.C. All honored veterans travel at no cost to them. Since 2005, Honor Flight Network has given nearly 300,000 veterans across the country the profound experience of visiting our nation's war memorials.

"Many African American veterans were not only charged with defending our nation, but also had to battle various limits placed upon them by society," said [John McCaskill, Honor Flight Network board member](#) and Civil War and American historian and military educator. "The Juneteenth Honor Flight trip will highlight the extraordinary courage and resilience of Black



MEDIA ADVISORY

Honor Flight Network inaugural Juneteenth trip to receive a hero's welcome, including water cannon salute

Dozens of African American veterans to be celebrated upon arrival at Ronald Reagan Washington National Airport, accompanied by Honor Flight Network leaders, volunteers and supporters

WASHINGTON (June 14, 2024) — [Honor Flight Network](#) is proud to announce its first-ever Juneteenth Honor Flight trip, which will celebrate African American veterans from the Atlanta area. This special trip, set to depart Atlanta for Washington, D.C., on June 19, 2024, will honor these American heroes with a day of visiting national memorials built to commemorate their service and sacrifice. Upon arrival at Ronald Reagan Washington National Airport, the veterans, accompanied by Honor Flight Network leaders, volunteers and supporters, will be greeted with a hero's welcome.

WHAT: Black veterans, revered for their dedication and service, will embark on an unparalleled journey of remembrance and gratitude with an all-expenses-paid flight from Atlanta to the nation's capital, where they will be immersed in a day of honor visiting the World War II Memorial, Korean War Veterans Memorial, Vietnam Veterans Memorial, Arlington National Cemetery and more.

Media are invited to cover their arrival, as they are greeted at the airport with a hero's welcome, including a water cannon salute as the plane taxis to the gate, and a cheering crowd in the terminal as they deplane. Media are also invited to cover their visits to the various memorials. Another advisory will be issued with these details.

WHO: Dozens of African American veterans, Honor Flight Network leaders, volunteers and supporters. Veteran highlights include a

WHEN: Wednesday, June 19, 2024, **XX:XX** a.m. EDT. The plane is scheduled to arrive at 8:25 a.m., but additional time will be needed to get through security.

See below for Media RSVP and security protocols.

WHERE: **XXX** Check-In Counter, Terminal **X**
Ronald Reagan Washington National Airport
2401 Ronald Reagan Washington National Airport Access Rd.
Arlington, VA 22202

You will be greeted by onsite contact Mac McKeever (207-841-6110) and escorted through security. You must bring a valid government-issued ID.

VISUALS/PHOTO OPP: Water cannon salute as plane taxis to the gate, more than a hundred African American veterans and supporters deplaning to a hero's welcome, and a cheering crowd awaiting in the arrival terminal.

INTERVIEW OPP:

- [John McCaskill](#), Honor Flight Network board member, and Civil War and American historian and military educator
- Meredith Rosenbeck, Honor Flight Network chief executive officer
- Select African American veterans

MEDIA RSVP: Please confirm your attendance with Mac McKeever (contact information below) no later than **Tuesday, June 18 at 5 p.m.** EDT. Due to federal security requirements, all individuals must submit their full name and date of birth as it appears on their valid government-issued ID. Please note, all individuals must bring their ID for escort into the [secure](#) area of the airport.

NOTE: TSA security regulations apply to all event attendees, including media. Do not carry utility knives, sharp items, mace or any liquids over three ounces with you.



Story Idea: 101-Year-Old WWII Veteran Joins First Juneteenth Honor Flight

Hi [Reporter's Name],

I thought of you because of your thoughtful coverage of veterans' stories and military affairs. On June 19, Honor Flight Network will host its first-ever Juneteenth Honor Flight, bringing dozens of African American veterans—including a 101-year-old WWII veteran, three Purple Heart recipients, and four women veterans—to Washington, D.C., for a day of reflection at our nation's war memorials.

This inaugural event is more than a trip; it's a powerful acknowledgment of Black veterans who defended our country while facing systemic barriers at home. The day includes visits to the World War II Memorial, Arlington National Cemetery, Vietnam Veterans Memorial, and more. There's also a hero's welcome at DCA when the veterans arrive from Atlanta, complete with a water cannon salute and cheering crowds.

Why it matters: Juneteenth commemorates freedom, and this event shines a light on the courage and resilience of African American veterans whose stories often go untold. It's a rare opportunity to capture history in the making and hear firsthand accounts from those who served.

I'd be happy to connect you with the 101-year-old veteran and Honor Flight leaders for interviews and provide details for on-site access.

Targeted Pitch



Targeted Pitching Tips

- **Subject line matters.**
- **Lead with the story, not the organization.**
- **Keep it short and clear.**
- **Personalize your pitch.**
 - ***“Hi (Reporter Name), I noticed your recent piece on (local veterans). We have a WWII veteran turning 101 years old and will be flying from [City] flying to D.C.—would you like to interview him?”***
- **Follow up strategically.**
 - ***“Just checking if you had a chance to review my email about the upcoming Honor Flight. I wanted to also add that this veteran met his wife when they were both serving together.”***



Test Your Knowledge!



Give three reasons why PR is so important to an organization.



Why is AI so important when it comes to PR?



What are three primary tools used for outreach to the media with your announcement, event, or story?



How is each of these used, and what is their purpose?



Part II: Telling a Great Story

- **Humanizes Honor Flight's mission and represents the mission in action.**
- **Fulfills donor expectations and warms up the brand.**
- **Relatable, emotional, impactful.**
- **Includes struggle/conflict and resolution.**
- **Reflects your values and mission—a good story needs to be your mission in action.**





Why Good Storytelling Matters

- **Stories create emotional connection.**
- **Facts inform, but emotions inspire action.**
- **Journalists want stories that make readers feel something.**
 - **Instead of: “*Honor Flight took 70 veterans to Washington, D.C.*”**
 - **Use: “*John Smith, a 95-year-old WWII veteran, stood at the memorial for the first time, tears in his eyes as he remembered his fallen comrades.*”**
- **Stories make your mission relatable--people connect with people, not organizations.**



What Makes a Great Story?

- **Human-centered and emotional:** *“After 50 years, Vietnam veteran James finally received the welcome home he never had.”*
- **Specific and vivid details:** *“At 96, WWII veteran Robert from Springfield walked slowly toward the memorial, clutching a photo of his fallen brother.”*
- **Conflict or challenge to overcome - stories with obstacles are compelling:** *“For years, John avoided visiting the Vietnam Memorial because of painful memories. Honor Flight gave him the opportunity and courage to go with his fellow veterans and get the closure he needed.”*
- **Tell stories of volunteers too!**



Great Story Example

Marian Dee Elder's brother bet against her.

She was told she would never make it through basic training.

But today, the 69-year-old has a combined 22 years in three different military branches under her belt. On Wednesday, she will be part of a group of 26 Black veterans who will fly to Washington, D.C., as part of an honor flight to commemorate Black service members on Juneteenth. The group will travel from Atlanta to visit the [World War II Memorial](#), Korean War Veterans Memorial, Vietnam Veterans Memorial, Arlington National Cemetery in Virginia and other landmarks in a "[day of honor](#)" to recognize their service.

The attendees of this week's trip include a 101-year-old veteran, three recipients of the Purple Heart, including one who also received a Bronze Star and four women.

After an initial stint in the Army, Elder joined the Navy in 1980 and the Air Force as a flight nurse in 1984. Her service allowed her to travel the world – she visited England, Germany, France, Italy, Turkey, Alaska, Hawaii and multiple other U.S. states.

She enlisted in the Army in 1973 fresh out of high school, following in the footsteps of her older brother, who had joined a couple of years earlier.

"He actually made a bet that, as a female, I would not even make it through basic training, that it was too rough for women," Elder said. "He never paid me."
Elder said she faced discrimination throughout her time serving – for both her race and her gender.

As a medic stationed in Germany soon after she joined up, Elder was forced to sleep in the back of the ambulance at night during field maneuvers while her male colleagues slept in a tent.

The opportunities available to her were also limited more than her white or male counterparts, Elder said. "When I first went in, there were only certain fields that women could go in," she said. Elder chose medical.



Now Let's Create a Targeted Pitch by Telling a Great Story!

- **Take 15 minutes and work with those at your table to write a great pitch you plan to email to a reporter.**
- **It doesn't need to be something that actually happened—for the purposes of this, it can be something you all created.**
- **But feel free to think of you own hub(s) and use events, individuals, details and so forth to use as inspiration.**
- **Remember the components of a good story**
- **Pick someone from your table to share the story.**



Test Your Knowledge!



Why is good storytelling so important when it comes to PR and your organization?



What are three things that make a great story?



Aside from an Honor Flight departing or arriving from your hub, what are some other story ideas you can pitch to the local media?



**Thank you all very much
and I look forward to
seeing you this afternoon!**