

FY26 NMCB Coffee Hours: August 28, 2025

NMTD Comms & Breaking Bad Habits

0:02

It's a grant cycle for clean and beautiful.

0:05

We're going to get our first presentation started with Cody Johnson, so I'm going to kick it off to Cody.

0:09

Thanks so much for joining us.

0:11

Yes, thank you, Chantal.

0:16

Hello, everyone.

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Some of you may have heard me speak before at one of these coffee hours, but for a quick introduction, my name is Cody Johnson.

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I'm the Director of Communications for the New Mexico Tourism Department.

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I've been here with New Mexico True for about 6 years and you know, my team is responsible for really kind of telling the story of our programs, initiatives and services and sharing out our accomplishments as well and amplifying opportunity.

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So I figured what I would do today is kind of talk a little bit about media relations and press releases for amplifying.

1:04

I think the the projects and initiatives that you are working on in tandem with us through this program.

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So just kind of a, a newsworthy item I wanted to start with is the fact that I plan to actually send out the press release today about all grants awards for Clean and Beautiful for FY20 6.

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You know, the past couple months have been incredibly busy on the, the press release front.

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So you know, we were, you know, I was a little behind and today is the day I plan to send that out.

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Some of you have probably already shared that information out locally, which is honestly totally fine.

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I, you know, in an ideal world we would have gotten this out probably sometime in July.

1:54

But you know, things come up and, and today is going to be the day for for me to send out that press release.

2:02

So definitely be on the lookout for that.

2:04

I'm sure either Delana or Chantal will forward that to you and then you are more than welcome to re amplify and and kind of highlight your involvement in your projects as it makes sense for your local stakeholders and constituents.

2:20

So some, some best practices and some some recommendations Once we kind of send out our press release and you wanted to kind of do something that feels a lot more localized and specific to to your organization into your project is to really emphasize like the who, what, when, where, why and how of your grant.

2:46

Because from our perspective, we're really looking at high level cumulative numbers for grant participants, total grant funding, grant funding by goal and kind of just itemized grant awards is really kind of what we emphasize.

3:07

We will kind of highlight a couple of projects, but you know, your role can definitely be to step in and highlight in much more detail how you plan to implement your grant funding in your community.

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Some other recommendations is to definitely once, once you start working on projects that use funding from this grants, definitely make an effort to capture photos and videos.

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You know, unfortunately in the state of our local kind of media ecosystem, they don't have a ton of time and resources to really kind of do their own photo and video capture, especially if we're talking about local television and you are representing a community that's really kind of outside the greater Albuquerque area.

4:08

So local media definitely appreciates it.

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If you capture video and photography and actually attach that with however you distribute a press release, should you look to do that?

4:23

That is, that is kind of an effort that's really appreciated and definitely a best practice in today's day and age.

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Some other things to think about beyond just a press release about, you know, announcing the specifics of your grants or your grant funding is to follow up with local media about progress of a particular project or initiative.

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Definitely do something around the completion of a project and then even think about doing something beyond that that looks at outcomes and or community wide improvements associated to your the investment from your project.

5:07

Now let's let's imagine that you get some shared, some secured coverage and how can you optimize that?

5:16

Now obviously like taking an actual like news article link and posting on social media and newsletter is perfectly fine and encouraged.

5:26

But I also recommend thinking about creating your own custom graphics.

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And I'm going to kind of show you some examples that we actually do here at the tourism department.

5:41

So what you're looking at is our Instagram, our New Mexico tourism department Instagram, which has been really successful for us.

5:51

We've we've grown a pretty, pretty engaged audience over on Instagram.

5:57

And you know, sharing news articles can be a little bit of a challenge because you can't really post the links.

6:04

You can do link trees that are associated with kind of your your profile information.

6:11

But but really what we do is I'll, I'll show kind of a couple of examples, starting with how we kind of re share news coverage on Instagram.

6:22

So here's, here's basically kind of like a clipping with a pull quote about an announcement I think around Destination Forward that was published in the Business first, Albuquerque Business First.

6:39

So we included their logo, we included the headline and a pull quote.

6:44

And this is sometimes this sometimes get some pretty decent traction for us.

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And it's obviously different than just sharing out the article because again, that's a little challenging in this particular platform.

6:57

But even then, this this can be more effective in places like Facebook or threads as well, or even in Twitter, because sometimes these social media algorithms deep, deep prioritize external links.

7:14

So to plan around that, I think creating your own stand alone graphic is a good alternative to boost and amplify specific elements of news coverage.

7:25

So that's something to think about.

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Here's kind of another example.

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This is just a good secured coverage in in leisure travel media where we again include kind of like the logo of the publication, the headline and then kind of relevant text.

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You know, this is this is something that we do, especially when we're included in kind of like listicles where our audience doesn't isn't really super concerned with like coverage of other states.

7:54

It's really just about what's relevant to New Mexico.

7:58

So we kind of stripped that out and kind of include that in the graphic.

8:01

That's kind of another approach there.

8:05

So let me see what else I got.

8:08

And really the reason I wanted to talk about social media is that, you know, it continues to be kind of like a rather challenging media ecosystem, both both nationally and locally.

8:21

And I of I am of the rather unorthodox camp where good social engagement is earned.

8:30

So if you can share and boost and amplify information and developments about your program and it gets engagement on social media, you earn that because you were thoughtful and strategic and putting together creative and engaging content, whether it's static or whether it's video.

8:53

So I'm going to unshare, I'm going to stop sharing my screen there because I think I'm done talking about that.

8:59

Speaking of video, I do think it's definitely beneficial to always be mindful of media capture whenever you're checking in or conducting oversight or or managing progress of a particular project, you know, getting that video and is is better than not because you can always kind of figure out what to do with it later.

9:26

Maybe you want to do something that's stand alone.

9:28

Maybe you want to splice it up into some sort of like project kind of progress type of, I don't know, video product.

9:41

I think that's something that is increasingly helpful for partners to do.

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So that's that's kind of another recommendation there.

9:53

And I really wanted to kind of end on that note about good social engagement is earned.

9:58

And when we talk about earned media, I think operating in the silo of just news releases and secured coverage in legacy media is, is doesn't paint the whole picture.

10:11

And I think you really need to think about securing good engagement on social as part of the equation.

10:19

So that's kind of it from me, not, not not a ton more that I have to kind of share.

10:26

Just kind of wanted to give some updates and best practices that I felt like might be helpful to share with this group.

10:33

And so if there's any questions, I'd be happy to take them.

10:40

And if not, then I'm sure I can definitely talk to Delana or Chantal if some come in after the fact.

10:48

You're more than welcome to connect with me directly.

10:51

I'll go ahead and kind of put my information.

10:53

I'll put my e-mail in the chat.

10:56

So if you wanted to save that and follow up with me, you are more than welcome to do so.

11:03

There's my e-mail, and I'd be happy to take any questions offline if that's what you prefer to do.

11:14

Awesome.

11:14

Thank you so much, Cody.

11:19

Yes, of course.

11:20

Happy to be present.

11:23

Thank you.

11:24

All right, we're going to kick it over to Dara.

11:26

Dara, thanks so much for joining us today.

11:28

Sure.

11:29

Good morning, everyone.

11:30

My name is Dara Romero.

11:32

I'm the special projects coordinator out of the governor's office and I have the pleasure of working with the team that has the task force that has implemented the Breaking Bad Habits Keep Litter Out campaign and initiative.

11:47

And today I'm going to share with you how you can submit your events so they follow on the community calendar and hopefully also, you know, submit your event wrap up report.

12:00

And so let me see if I can share my screen.

12:06

Can you guys see this?

12:10

Yes, yes, we can see.

12:12

Awesome.

12:12

Thank you.

12:13

So if you guys aren't familiar with the website, it's Breaking Bad habits.nm.gov and we really want it to be a functional and vibrant website.

12:24

And we know we can't do that unless you guys are helping us with that.

12:29

So there's a header panel that you can see the latest commercial, keep the litter clean, why it's important.

12:39

But the focus area that I'm going to look at today is events and specifically submitting your event.

12:45

And there's several places that you can do that.

12:47

So of course, this highlighted banner up on the top is where you can do it.

12:51

You can scroll the drop down box here.

12:54

Or if you're happily looking through the website, you will be able to see the events calendar and upcoming events.

13:03

And then there's this highlighted box that you can use to submit your event.

13:09

So it's really pretty easy to submit your event.

13:13

There are some required information like we want to know what type of event you're hosting, whether it's an education event, a litter cleanup, community beautification, recycling or other event name.

13:25

Now this is really important because this is what's going to be highlighted on the calendar.

13:31

So as I'm talking to people, I'm really trying to tell them to make sure that you with the location.

13:37

So if you're clean and beautiful Artesia, I would highly suggest that you include that in the event name and try and make it as concise as possible.

13:46

For today, I'm going to do an event that's happening in Albuquerque next month, which is Imagine ABQ Citywide Cleanup.

14:01

Now if you've got an event website that it's great to include here as well.

14:06

That way people can go to that website to find out more information.

14:10

So I can imagine and then if you've hosted this event before, we would love to know that as well.

14:21

This organization has this is an annual event, so this is their third year, the estimated number of volunteers.

14:29

Now, sometimes we hope that there's hundreds and hundreds and sometimes we, you know, know it might be a small group, but knowing how many actually you're planning for is great for us to know, especially as we're doing the report out.

14:43

So I'm going to put 1000 because it's a citywide event again, organizing group information.

14:50

This is this is really good for us to know as well.

14:55

It just helps us when we're trying to send information out to groups that we have that ABQ.

15:08

Now you the phone and e-mail aren't required, but I like to have an e-mail address in case people have questions.

15:30

And then if you want to include your organization headquarters, some of the groups that I work with, they're all volunteers, so they don't have an official organization headquarters, but it's nice to include like the city.

15:49

Now the event, this is important.

15:51

Like when is this event happening?

15:53

When is it starting?

15:54

When is it ending?

15:56

This particular event is on the 4th Saturday of the month.

15:59

There's an 8:00 start time and it ends that same day, and a four o'clock end time.

16:24

Great event location.

16:28

Now if you're working on one particular location, you can plug that information here.

16:35

I know this is citywide.

16:37

Let's see if it lets me bypass the Albuquerque.

16:49

And then asking is your event on any publicly used land, State Park, state forest, wildlife area?

16:56

This is yes, Parks is as a private event.

17:07

Now if you select this, it will not be published on the calendar, but it helps us to understand what events are happening throughout the state.

17:16

So this is a public event.

17:18

So I'm going to hit no.

17:19

And then also Department of Transportation does have limited supplies for cleanup events.

17:24

They do try to ask that you give them like 3 weeks notice beforehand.

17:28

So if you do need that, hit that yes button.

17:33

And again, those are limited supplies.

17:34

But if, if there's a DOT near your dot district near you, then they should be able to, you should be able to pick those up from there.

17:45

And then two, data is crucial in this campaign.

17:48

So if you are able to, I know as part of your, your grant agreement that you will be reporting out.

17:54

But even if you talk about the number of volunteers, you know, the number of bags trash collected, number of bags of trash collected, let's get that out.

18:03

That would be awesome for us until you have that year end.

18:06

And I'm going to talk a little bit about that in the next evolution of this, of this form.

18:13

And then would you like Breaking Bad habits to boost this event on social media to help to get more volunteers?

18:18

This is a free service to all of you.

18:21

And again, if you'd like to do that, you can hit yes.

18:25

When I do it, sometimes the organizations say I work with they have their own flyer.

18:30

I will send you the flyer to be boosting or if there's any other questions like you want an administrator to contact you, you could put that in there.

18:44

Once you've done that, you hit submit it Go.

18:48

Let's see.

18:49

Let's see what it didn't like.

18:51

Oh, I forgot to put the litter clean up.

18:53

Let's try again.

19:06

OK, I think that's everything.

19:11

Let's see.

19:15

Perfect.

19:16

So the administrator will review the submission and typically within 24 hours they will post it to the calendar.

19:27

The calendar again is let's see events calendar is in the middle of the page and it typically highlights a few items.

19:37

But I thought I heard somebody.

19:39

I'm in a meeting and so you'll see upcoming events on here again, you know, like Rodeo Rd.

19:49

cleanup, keep litter out of Albuquerque.

19:52

That kind of just helps people who are looking throughout the state where they can go for a cleanup if they're looking to, you know, go out in their community.

20:04

Again, like I said, we'll boost the event typically two weeks before and it's targeted to an area where you are at.

20:13

Now we are looking at doing some automation so that way people who are utilizing this website don't have to fill out a whole entire profile every time they set up an event and what this is going to look like.

20:29

And these are preliminary, so you guys are getting the first look at this.

20:34

Also, if you would like to be part of like the beta test group, please let Chantal or Delana know.

20:42

I'll make sure to get you on the list in order for you to try it out yourself.

20:47

But basically, you're going to set up a profile one time and then you can either set up all your events at once or you can set them up individually as you have them planned out.

20:57

It will gather that basic information.

20:59

But some cool things that it will also have are to generate event Flyers or generate social artwork.

21:07

So if you are utilizing social media to get the word out on top of what we do as far as the boosting, that will be available for you as well.

21:18

The event reporting again, there's a summary here, the number of volunteers and, and based on what Chantal has asked me, we're also going to collect not only the number of bags or the number of pounds collected.

21:31

So that way the, that will be true to what how you collect the for your litter cleanups and then uploading event photos because we do have success stories on the website, but we're really looking at like how can we push that out in social media as well to make sure that we're recognizing you out in the communities who are doing the work.

21:53

And then finally, at the end, you can see your events dashboard, the number of events that you had.

21:58

Again, that might be helpful in your reporting.

22:00

So you have that information all in one screen.

22:04

That is basically all I've got.

22:09

Does anybody have any questions?

22:21

Well, if you don't have any questions, then I'm giving you 7 minutes back to your morning.

22:30

Thank you so much Star.

22:31

We really appreciate you joining.

22:32

And for any partners that are on the call right now, if you have any further questions about Breaking Bad habits, please feel free to reach out to Delana and myself.

22:41

We'd be more than happy to answer.

22:43

There was a question in the chat if partners need to submit all events, whether they be private or public.

22:49

And yes, we are asking that you post all events onto the site, whether they be public or private.

22:56

We're also asking that you send the events to us as well just so that we can keep a running list of what our partners are doing and how we can potentially help.

23:05

So if you have any questions about either of those items, we're more than happy to answer them now or offline.

23:10

But thank you so much for joining our first coffee hour.

23:14

We hope to see you next week.

23:16

Thank you so much.