

Understanding Media

Basic Guidelines for Engaging Media Regarding Community Prevention Initiatives

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Why should I care about the media?

- As community leaders, you will have the opportunity to speak out on important issues
- You may be called upon to speak as experts about various issues
- Public awareness is a must if our programs are to continue in both your community and across Oklahoma...media is a key to overall success.

What is Media?

**Defining Media
and Understanding How
it Can Work for You**

What is Media

- Media is more than the press.
- Paid, Earned and Owned Media
- Traditional forms of media
 - Paid: Television, Newspapers, Radio, Magazines, Billboards
 - Owned: Newsletters, Websites, Social Media
 - Earned: Press Coverage

What is Media

- Don't forget non-traditional forms of media such as:
 - church bulletins and sermons, school publications, packet stuffers, door stickers, restaurant signs, community presentations, local access programming
- Media is what you make it

Media Strategy

- There is a strategy to utilizing media along with rules, time limits, and the need to understand (first and foremost) the target audience along with your message.
- Ultimate goal is to communicate a message that persuades skeptics or neutralizes the opposition...and elicits a planned response.

Media Plan

- Before you do anything, you need to create a media plan, including a procedure in place for press interaction and understanding of how you are going to utilize media to achieve planned results.

Media Plan

- You also need to know that we have rules related to you as a grantee:
 - Notification (and funding parameters)
 - Guidelines for discussing initiatives
 - Consistency of stats/messaging

Media Plan

- The bottom-line is that we are Selling Soap
 - We have a message to address our target audience in a way that creates a favorable response
 - Primary selling points
 - Secondary selling points
 - Message re-enforcement

Understanding Press

The Basics of Media Advocacy

Understanding Press

- Today we are going to focus on earned media, or press.
- This is scaled back to hit the highlights, so ask questions
- We also want to talk about relationships and ethics

Understanding Press

- Key points to remember:
 - Not everything is news, but you can help position it as such.
 - You need the press, but the press also needs you.
 - Never lie! We don't spin. We don't deceive.

Understanding Press

- It is about building relationships and professional respect
 - You want them to cover you again...don't you?
- Understand motivation and interests
- Anticipate needs
- Know what you are getting into when opening the door

Understanding Press

- The reality of press relationships.
 - It is not as simple as they like your program, or that you have to get a reporter to be on a committee.
 - These are professionals and there are professional ethics involved.
 - It is a give and take...you have to give something to get what you want in return.

What is News?

- Something that is new, or
- Something that is a new angle on an already newsworthy topic.
 - Sometimes the news comes to you, which isn't always good. Any press is good press...yeah, right!
 - Oftentimes, it is up to you to create the news angle.

Making it News

- Press Releases
 - Building a standard press release
- Events or Meetings
 - Find the angle and pitch it
 - Don't create an event for media
- Awards, Recognition, Outcome Measures
 - Find the right reporter

Tips for Effectiveness

- Human interest: balance facts and figures with personal or emotional appeal.
- Tailor the message to the particular audience
- Keep it simple: use uncomplicated but interesting language.

Press Engagement

**Preparation for Interviews and
Handling Press Inquiries...The
Basics of Press Engagement**

How to Handle Press Inquiries

- Understand the question
- Understand the deadline
- Don't feel pressure to respond prematurely
- Follow your protocol
- Know your response
- Be confident

Press Inquiries: Fatal Flaws!

- Off the record: no such thing.
- No Comment: makes it look like you have something to hide.
- Off the cuff: huge risk that can destroy you
- Missing a deadline: the news cycle moves quickly; help the journalist meet deadlines.

Press Inquiries: Fatal Flaws!

- Don't pick a fight: reporters are neither friends nor enemies; they are professional colleagues.
- Untruths: Don't lie, the truth will always come out; and don't withhold bad information, it will turn into a damaging, negative story.

Planned Interview

- Planned interviews are the best because regardless of the question, you already know the answer.
 - Create pre-interview talking points
 - Anticipate questions
 - Stick to your talking points

Preparing for the Interview

- What is the type of media?
- What is the topic?
- What is the reporter's angle?
- Who is the reporter & what is their style?
- What is the nature of the story?
- What is the deadline?
- How long will it take?

Preparing for the Interview

- Will it be live, live-on-tape, or edited?
- When and where will it take place?
- Who else is the reporter talking to?
- When will the story air or be published?
- Read the newspaper the day of the interview
- Follow up with the reporter after interview
(thank you note, suggest future story ideas)

During the Interview

- Give the interview undivided attention
- Set the ground rules at the beginning
- Some people like to record interviews
- Lead with the most important messages
- Keep calm, cool and collected
- Don't respond to third-hand or unseen info
- Bridge to message

During the Interview

- Say “I don’t know, but let me find out and I’ll get back to you” rather than winging it
- **Never give personal opinions** (speak to issue, message and goals)
- Do not respond to hypotheticals, stick to facts
- Keep it short and simple

During the Interview

- Try to phrase things in the positive
- Don't try to be clever
- Be gracious
- Don't forget your audience

After the Interview

- It's not over until the reporter has left the building (or until you have)
- Review the interview and analyze what worked and what didn't
- Send a word of thanks if the reporter did a good job, and suggest future story ideas
- Correct & comment on bad interviews

Types of TV Programs

- News programming
- Public Affairs programming & talk shows
- Editorial responses
- Feature segments

Types of Radio Programs

- Live radio interview
- Taped radio interview
- Public Affairs show
- Talk radio

Types of Print Media

- Interview by reporter
- Letter to the Editor
- Opinion editorials
- Weekly newspapers

What is Your Message?

- 3 or 4 points
- Focused around a theme
- Rule to remember...the 5 C's:
Clear, Connect, Compelling, Concise and
Continual