

WORKING WITH THE MEDIA: WHAT YOU NEED TO KNOW

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ACKNOWLEDGEMENTS



Rich Bagin



Tripp Frolichstein

Overview

- Building relationships
- Being prepared
- Being interviewed

BUILDING RELATIONSHIPS

The secret to media relationships is your relationship with the media.

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Building Relationships: Know Your Reporters

Gender		Age		Ethnicity		Education	
Women	53%	Average age	41	White	71%	Bachelor's	83%
Men	42%	yrs.		Hispanic or Latino	11.9%	Associate	7%
				Asian	8.5%		



Building Relationships: Know Your Reporters

- Keep a file with names, photos and info.
- Visit the newsroom
- Follow them on social media
- Understand their role - deadlines, views and shares, backpack journalism
- Pitch stories to them

Tell Your Story

Look for national tie-ins and interesting angles.

Know deadlines.

Use email – make the subject line attention grabbing.

Do the legwork.

“Treat the media like you would any other watchdog – stay calm, be friendly, let them sniff your hand, and NEVER turn your back.”

BEING PREPARED

The success you achieve in an interview is usually directly related to the quality of the preparation.

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Being Prepared

What You Need to Know:

- Context of the story – national tie in/other districts
- Deadline
- Interview format
- Who else is being interviewed

What You Need to Know:

- Your district practices and policies
- Your audience – it isn't the reporter
- Your key messages

Developing Key Messages

- Who is my audience?
- What is my home base?
- What does the audience need to know?

Don't respond TO the media; respond THROUGH the media.

Home Base: We care about our customers



Positive Point

We have expertise

Product reliability

Competitive pricing

Assuring delivery quality

Excellent customer service

Positive Proof Point

Average length of employee service

Product warranty or guarantee

Price reductions/volume discounts

Use of quality packaging

24-hour-toll-free product support

Home Base: Student safety is our #1 priority

We care about students.

Positive Point

Positive Proof Point

BEING INTERVIEWED

A media interview should not be the first time you've ever answered these questions.

- Do your homework.
- Anticipate questions.
- Play the “what if?” game.
- PRACTICE.

An interview is not a conversation in which you can “wing it.” It is an opportunity to present well-developed thoughts, ideas, and messages to the audience.

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Being Interviewed: Some Basics

Be honest.

Be brief.

Be positive.

Be sincere.

Be a storyteller. Use analogies and illustrations.

Being Interviewed: Some Basics

Don't speculate.

Don't repeat negative allegations.

Don't be defensive or argumentative.

Don't say "no comment."

Don't use jargon.

Don't say "off the record."

Being Interviewed - Methods for Responding to Questions

Bridging – offers a transition from a direct answer of the question to the messages that you want to deliver.

- The transition should relate to the question asked, or at least to the topic being discussed.
- Phrases used in bridging: *You should also know... In addition... But there is more to it...Equally important..*



Being Interviewed - Methods for Responding to Questions

Emphasis - underscore critical messages using language and non-verbal techniques.

- Language: *It is important for you to know...It is to vital to remember that... I want to stress...*
- Non-verbal: *eye contact voice inflection leaning into the interviewer*



Being Interviewed - Methods for Responding to Questions:

Repetition – Repeat your message often during the interview, so the interviewer remembers your key points and will more likely include them in the story.

Go back to home base.

Being Interviewed – Some Tips and Reminders

The interview starts when the reporter arrives and doesn't end until he or she leaves the room. The microphone is ALWAYS on.

A technician may clip a lavalier, or lapel, microphone to your jacket. The cord will run under your clothing and is attached to a battery pack that clips to your waistband.



Being Interviewed on Camera – Some Tips and Reminders

- Arrive early
- Dress conservatively and for a cold studio
- Avoid flashy jewelry
- Look at the reporter, not the camera (unless they tell you otherwise)
- Ask for a chair with no wheels/ that does not swivel

Being Interviewed on the Phone

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- Make sure you know when you are being recorded (assume the whole thing is recorded)
- Double check who is on the other end of the line
- Explain acronyms and spell out tricky names/words
- Agree on the time beforehand
- Ask beforehand if you can read the article before publication
- DO NOT DISTURB sign

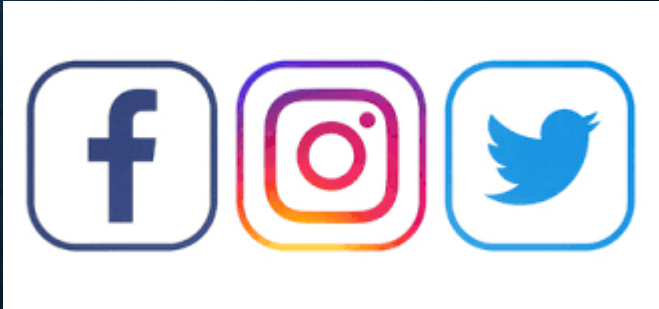
Being Interviewed on the Radio

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- Try to avoid saying things like ‘ummm, ahhh, kinda, you know” (practice speaking without these words in role play)
- Stick to your key messages- radio tends to be less in depth than print
- Use some intonation here- without body language you will need to express yourself with just your voice. Avoid speaking in monotone, it will send the listener to sleep.

THE CHANGING MEDIA

PRINT
WEB
BROADCAST



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