



HANDLING THE MEDIA

WORKBOOK



Next Move Group
We Are Jobs

Economic Development Media Relations (00:03:10)

Types of Media

- Newspapers
 - More than 1800 metro and local communities no longer have a local newspaper
- Business/Trade Publications
- Television
 - As a news source has declined from 72% to 58% since 2013
- Radio
- Digital
- Social Media
 - Has increased from 27% to 46%
 - Learn to utilize social media in order to reach all share holders

Increasing Media Relations (00:10:35)

- Value Relationships
 - Do not try to influence the story and muddle your relationship
 - Respect a reporter when they say they can't accept something as small as a coffee from you, there are certain ethics they are trying to maintain

- Understand the reporter's needs
- Respect Deadlines
 - If a media member is expecting you to return his or her call, keep his or her deadline in mind
 - Consider that when scheduling an event as well
- Be Honest & Accurate
- Giving incorrect information can destroy your relationship with the media, and credibility is everything
- Don't go "Off the Record"
 - There's no such thing as "off the record"
 - Always assume that anything you say will be in a future story
- If there's pressure being put on you about a possible story but it's a matter of confidentiality tell them "this is all I can say at this time, if I have new information to share with you I will make sure to do so"
- Provide Background Information"
 - Remember, everyone does not use the same jargon as your industry, use lay terms

Develop Key Messages (00:19:41)

- Basis for All Communications
- 3-5 Points for Audience
 - Prepare and memorize your key points so that you can recite them at any event where the media is involved
- Concise and Memorable
- Logically Insert in Interviews

- Insert your topics into conversations and interviews with tact, make sure it fits with the conversation
- There are ways to move the conversation in the direction you need to set up your topics
- Know your Audience
 - Who are you ultimately speaking to? Not just the interviewer
- Specific for Crisis Communications
 - Know your crisis, how it happened and how it will affect your community
 - "No Comment" sounds unfriendly
 - Stating that you are unable to address it at this time and giving a reason as to why will be taken much better than a simple "no comment"
 - If you don't know the answer to a question, don't make something up. Be honest, say "I apologize, I do not know the answer to that question, but I will find out and get back to you soon." MAKE SURE YOU FOLLOW UP!

Show Time (00:25:31)

- Conversation with Purpose
- Defined messages
- Key Facts First
- Speak on Personal Level
 - Use their name

- Tell the Truth
 - Don't speculate
 - Only give the facts, do not give what COULD happen
- Remember your Expertise, most media members are only experts in writing so remember to fully explain things
- Follow Up
 - DO NOT ask for a copy of the article before it goes to print. You do not have that right.

News Releases (00:30:26)

- News vs. Press
 - Press release is for print, News release is for all other media
- Topics
 - New or expanding company in your community
 - Events
 - Staffing changes
 - Awards
 - Don't bring them a new story each week, they may ignore the big stories because you're overwhelming them with small, non-newsworthy, stories
 - If you like doing lots of updates on what's going on in your community, use your social media. News outlets are following your social media, if they see you've posted something newsworthy, they can pick it up for a story

- Headline
 - Interesting and positive
- Lead
 - Important facts such as: Who? What? When? Where? Why? and How? should all be in the beginning to grab the reporter's attention. Show them that the critical information is there.
- Quotes
 - Your CEO, the company representative for an announcement you're making
- Organization Boilerplate/Elevator Statement
 - 2-3 sentences about your organization, it's mission, and what you can do for the community you represent

Crisis Communications (00:35:00)

- Sudden vs. Smoldering
 - Sudden: natural disasters, accident
 - Smoldering: businesses closing (most crisis in your field will be smoldering)
- Proactive Planning
 - Update periodically
 - Know about reporter turnover and who needs to know what's going on
- Specific Messaging

- Messages from the organizations
- Specific messages about how the crisis is being handled
- Point Person
 - Person who is receiving media inquiries and calls
 - Spokesperson
- Take Control
 - Keep in mind, there's a news hole, if you don't give them information they will look elsewhere for a story, they could find a disgruntled former employee that will shift the entire story
 - Make the crisis a one-day story (this is always the goal)
- Care + Concern = Credibility
 - Taking control and expressing concern for your community will show credibility to the media as well as the community you serve

News Monitoring (00:43:16)

- Google Alerts
 - Set and modify google alerts based on your needs for information on your town
- Social Media
 - Find ways to always be monitoring your social media pages and comments on your social media stories
- Trend Monitoring
 - Also be monitoring trends. These can be industry trends in your main existing business sectors, etc.

Homework (00:47:55)

- Monitor All Media
 - Set up alerts and processes to monitor all your organizations news, social media, and trends
- Develop Key Messages

Homework: Next time you are going to talk to the media, use the **Develop Key Messages (00:19:41)** Section above as your guide and write 2-3 key messages you will use in the box below:

1. _____

2. _____

3. _____

- Watch Talk Shows
 - Pay special attention to the pundit's tonality, eye contact, and ability to stay on message
- Watch News Shows Without Sound



- Pay attention to the pundit's body language and how they use their hands
- Listen to Conversations
- Try and determine who is "wining" these conversations by controlling the conversation to the messages they prefer

Homework: Record a mock interview of yourself, name 3 things you performed successfully as well as 3 things that need more attention:

Did Well

1. _____
2. _____
3. _____

Need to Work On

1. _____
2. _____
3. _____

"Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it, and above all, accurately so they will be guided by its light."

Joseph Pulitzer

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