



Meet the Media – A Brief

Sherry Treco-Jones, APR, Fellow PRSA

Meet the media

- Perception is all

General philosophy on media

- Media is always present
- Types of situations
- You can't control the media
- Not every press release will result in a story
- Different types of media
 - Print, broadcast, radio, online
 - Large markets, small markets differ
 - Paid, public service, editorial/news
- Rules of Thumb
 - Be prepared
 - Be honest and ethical
 - Be flexible
 - Be responsive
 - Be proactive
 - Know thy media, including deadlines
 - Build relationships!
 - Understand what constitutes news

What constitutes news?

- Timeliness
- Proximity - a local angle
- Conflict/issues/drama
- Celebrity
- Number of people affected
- Human interest
- What does a reporter look for?
 - A 'good' story
 - Accuracy, truth, focus, appeal and concise presentation, information no one else has

Your issues

- Coverage differs by market

Sherry Treco-Jones – Meet the Media (2)

The basics

- Know types of media
- Choose the right media
- Toolkit
 - Press kit
 - Media list
 - Media beats
 - Plans and policies

Prepare your spokesperson

- Select appropriate spokesperson(s)
- Mission: educate, inform, influence
- Spokesperson's goals
 - Present timely, helpful information
 - Lead positive interviews and manage negative ones
 - Make friends
 - Present 2-3 key messages and “Stay On Message”
- Spokesperson's guide
 - No ‘off the record’ and ‘no comment’
 - Before interviews:
 - Research reporter's style, content
 - Rehearse in low risk environment
 - Always know length, purpose of interview
 - Know what you can say
 - During interviews:
 - You are the expert
 - Lead the interview
 - During interviews
 - Get the main message in early
 - Think in headlines
 - Listen
 - Pace yourself
 - Expect the unexpected
 - Do not become defensive, angry
 - Never miss an opportunity to convey key messages
 - Techniques
 - *Flagging*
 - *Bridging*
 - *Blocking and bridging*
- Spokesperson's appearance

Sherry Treco-Jones – Meet the Media (3)

Pitch the media

- Send information to the right media person and outlet
- Be proactive
- Be aware of deadlines
- Be concise, appealing in pitch
- Know when to follow up
- Ask what type of information they need/want and when
- Know that the focus may change
- Find out when the story will appear

Deal with adversity

- Work with your legal counsel
- Stay calm
- Communicate with board, staff, volunteers
- Try to be helpful, meet requests
- Don't stonewall reporters

Evaluate and analyze

- Look at success
- Review weaknesses, strategies

© 2009 Treco-Jones Public Relations Inc.

Sherry Treco-Jones, APR, Fellow PRSA, President

Tel (404) 378-3762

Em stj@trecojonespr.com

Url www.trecojonespr.com

Twitter www.twitter.com/tjpr