# Welcome

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**& Associates**

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# What are we going to do today?

PAGE
CURRENCY
PARAGRAPH
PUBLISHER
PERIODICAL
NATIONAL
SPORT
NEWSPAPER
PRESS
RADIO
PUBLISHING
INTERNATIONAL
TV
PRINT
CURRENCY
NATIONAL
COMMUNICATION
HEADING
WORD
SUBTITLE
INTERNATIONAL
INFORMATION
JOURNALISM
MAGAZINE
PRESS
ARTICLE
CURRENCY
SPORT
CURRENCY
PERIODICAL
PRESS
CONTENT
MASS COMMUNICATION
MEDIA
NEWSPAPER
MASS
MEDIA
GLOBAL
INDENT
PAPER
REPORT
INFORMATION
TELEVISION
SUBTITLE
MASS COMMUNICATION MEDIA
PARAGRAPH
JOURNAL
COMMUNICATION
TV
PRESS
WORD
REPORT
INTERNATIONAL
PRINT
ARTICLE
PERIODICAL
PRESS
PUBLISHER
NEWS
CURRENCY
TELEVISION

The Oregonian
The Register-Guard
Insta
NEWS 16
SOURCE
KMTR EUGENE
KEZI
9
abc
NEWS
kezi.com
KUGN
590
YouTube
EUGENE
weekly
ASHLAND
DAILY TIDINGS
Solid Gold
RADIO
STEREO 84 AM
"Good Time Oldies"
KKNX STEREO AM 840 EUGENE
yelp
Real People. Real Reviews.
KATU 2
On Your Side
KLCC
OPB
KVAL
13
The Bulletin
flickr

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# I'm going to teach you how to work with media.

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# And take you from this:

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# To this:

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# But let's start with introductions

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# Who are we?

**Brand Design &
Public Relations Agency**

**12 employees**

**Founded in 1980**

**Lane Transit District's
agency since 1996**

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# My goal for this presentation

- Be comfortable with key messages
- Relay these key messages instinctively
- Know how to handle tough questions
- Have the discipline to keep to script
- Work with interviewers' techniques
- Understand the benefits of soundbites

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# Interviews

- An interview is a strategic communications opportunity.
- It comes down to practice, practice, practice
- What is my agenda?
- What is my goal?
- What are the strong key messages I can rely on?

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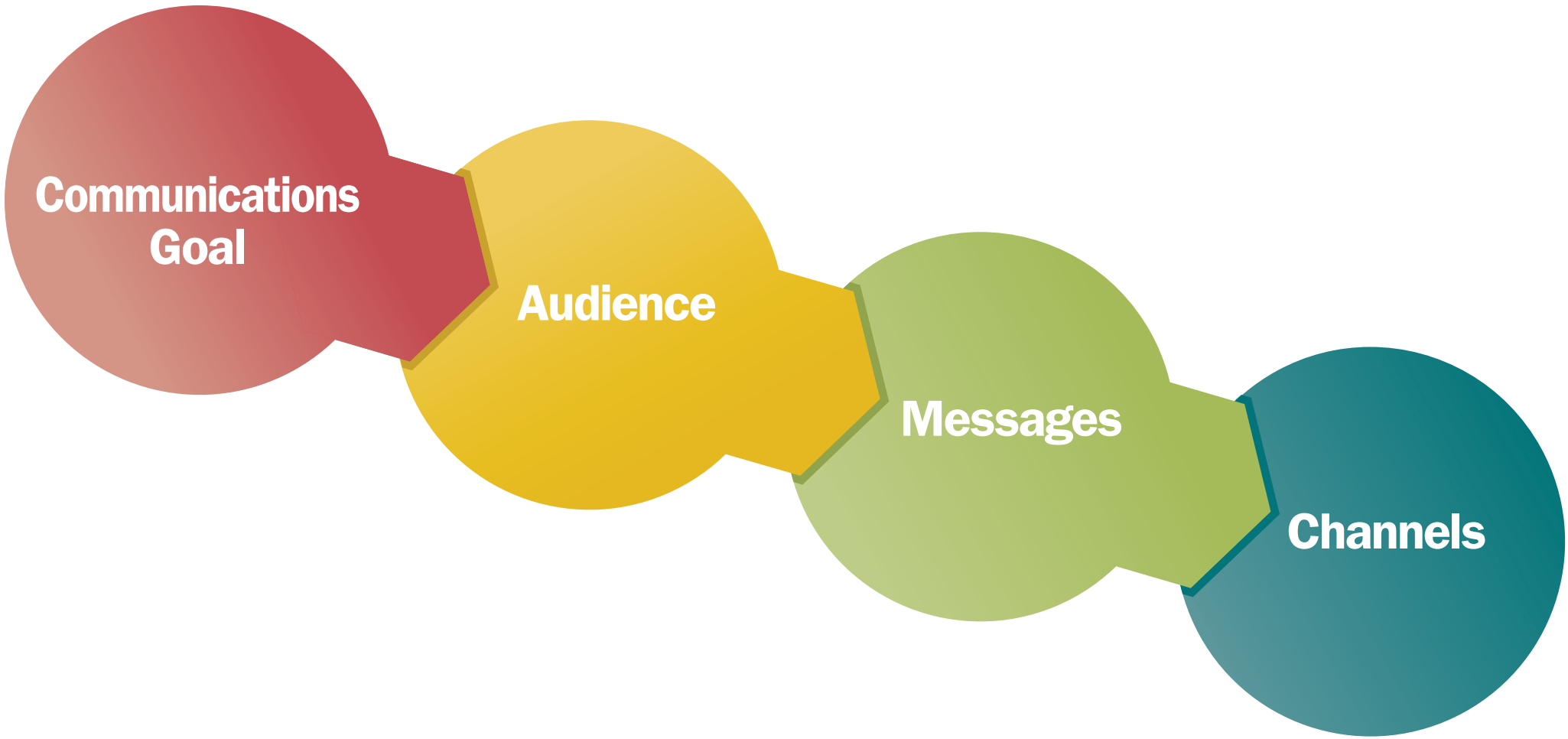
# The Communications Process



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# Keys to Successful Communication

- **Understand the average person is over-whelmed with information and doesn't care**
- **Strategies, messages and tactics must acknowledge communication clutter**
  - Selective *attention*: what they pay attention to
  - Selective *perception*: what they take away
  - Selective *retention*: what they remember

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# Keys to Successful Communication

- **Messengers matter**
- **Use user-friendly language grounded in accuracy**
  - 4th – 8th grade reading level
- **Tone matters**
  - Match your tone to your message

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# Understanding the Media

- **They are doing their job:**
  - They have an agenda to get the story and you need to have yours
- **It is not their job to:**
  - Make you look good
  - Ask the questions you want to be asked
  - Interpret the information the way you do

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# Understanding the Media

- Increasing competition among media means less depth/less balance, more sensationalism
- Our job is to make the media's job as easy as possible

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# What is News?

**There are four basic things that generate news:**

1. **Conflict**
2. **Controversy**
3. **Innovation**
4. **Weird**

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# Who are the media?

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KLCC
OPB
KVAL
13
The Bulletin
flickr

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# Who are the Media

- **New media and social media platforms bring opportunities and challenges**
  - Anyone can be a “publisher”
  - Facebook, Twitter, Tumblr, YouTube, Flickr = an ability to get your message out and connect with media and stakeholders
  - Immediate and permanent
  - CAUTION: Social media posting = same as story

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# Think that tweet was deleted?

**Politwoops**
*deleted tweets from politicians*

## House Rep. Raúl Labrador (R)

All Tweets | @Raul_Labrador | @Labrador4Idaho

**Raúl R. Labrador (R)** @Raul_Labrador

Me likey Broke Girls.

Deleted 5 days ago after 14 seconds, originally posted via Twitter for iPhone

**Raul Labrador (R)** @Labrador4Idaho

@slfisher @ericcantor @580kido he flies in before the event tomorrow. The interview was a call in.

Deleted 4 months ago after 11 minutes, originally posted via Twitter for iPhone

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# Understand the Media's Audience

- **Learn about the media's audiences**
- **Tailor messages to their audiences and make sure they're *your* audience, too**
- **News judgments are based on:**
  - **How much their audience is affected by a story**
  - **How direct and immediate the effect is**

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# Understand the Media's Needs

- Make it visual – what's the photo, where is the action?
- News – what's the angle?
- Strong messaging
- Make the media's job easy
- Location

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# The Individual Reporter

- Reporters are trained observers/listeners
- Reporters don't usually choose their beats/assignments
- Reporters' deadlines are real and inflexible
- Their stories require quotes and color
- News "judgment" is just that
  - They decide what news is. We don't.

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# The Individual Reporter

- **Reporters are not interested in:**
  - Making an organization look good
  - Providing a form of free advertising
  - An organization setting conditions for the interview
  - Being told what to include and the angle their story should take
- **Reporters will:**
  - Give you questions
  - Tell you their angle

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# Steps for Being a Good Spokesperson

1. Know your organization's policies
2. Know Key Messages
3. Know the media's deadlines
4. Rehearse but don't over do it
5. Be yourself...but less
6. Keep going back to Key Messages

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# Key Messages

- **Key messages put your information in context that is meaningful, understandable, and interesting to the reporter/audience**
- **Key messages provide**
  - **Clarity**
  - **Focus**
  - **Differentiation**
  - **Consistency**

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# Key Messages

- **Why Key Messages are important**
  - Key to making sure what you want to say reaches your target audience
- **Key Messages must be:**
  - Concise
  - Memorable/quotable
  - Appropriate for the audience
  - Provable

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# How to Develop Your Message

- **Identify (and know) your audience**
  - Who are they?
  - What do they like?
  - What motivates them?
  - What offends them?
  - *Why should they care?*

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# How to Develop Your Message

- Consider your intended audience's interest – they want to know "why does this matter to ME?"
- State your key message first- what is your headline?
- Keep your messages simple
- Keep your messages short and quotable
- Have at least three key messages
- Anticipate arguments against your position

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# Exercise: Develop Your Key Messages

- Think of an issue you are facing
- Define your objective
- What is the goal of an interview?
- Remember, your point must be:
  - Concise
  - Memorable/quotable
  - Appropriate for the audience
  - Provable

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# Interview techniques

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# Strategy Tips

**Build trust and credibility through showing:**

- **Empathy and care**
- **Competence and expertise**
- **Honesty and openness**
- **Commitment and dedication**
- **Interest in them; reporters are people, too**

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# Tactical Tips

- STOP TALKING WHEN YOU ARE DONE
- There is no “Off the Record”
- Don’t over reassure
- Acknowledge uncertainty
- Express wishes (“I wish I had the answers”)
- Explain the process in place to find answers
- Always give people an action item
- You will be taken out of context
- If you are actually misquoted get a correction
- Tell the Truth!

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# From start to finish, your are “on”

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# The Bridge Technique - Control Your Message

**“What is more important is to take a look at…”**

**“Before we continue, let me emphasize that…”**

**“No, let me explain…”**

**“While I can’t answer that, it is essential that I…”**

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# Exercise

## Develop your own Bridge Techniques

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# It's okay to say "I don't know... let me get back to you."

# But you *need* to get back to them!

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# Don’t speculate. Ever.

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# Remember...

## Good media relations are possible but it takes hard work.

# Questions?

# Thank you!

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