

## Media Strategies and Publicizing *IAQ TFS* Successes



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### *So.... You're in the news....*

**Desirable:**

- Paid Media
- Earned Media
- Unexpected Call for Positive Story

**Undesirable:**

- Crisis
- Planned Attack
- Slow Newsday Victim




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### *Understanding the Media*

<b>Format</b>	<b>Frequency</b>	<b>Deadline</b>	<b>Coverage</b>
Newspaper	Daily	8pm	Story: 2 quotes/1 point Editorials - longer
Magazine	Monthly	4 weeks	Longer format
Radio	Hourly	constant	:07 second quote :30 second story
Television	Daily	4pm	:05-:15 second quote 1:15 story
Web	Weekly/Daily	weekly/daily	Longer format




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*Who are the media  
- who makes the decisions ?*

**Reporters** new / seasoned / investigative / beat

**Writers** headlines / stories

**Producers** organization of the news

**Assignment Editors** 'call the shots'  
key decision-makers

**Editors** context / may render opinions

**News Directors  
Publishers** overall tone



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*What are they looking for ??*

In a positive story:

- Real People/Real Stories (kids & dogs)
- Great Visuals (location/location/location)
- Something interesting / story value
- The "Who Cares" Test
- A "hook"
- A link to a "hot topic" of the moment
- Lots of facts
- Something "easy" to cover
- Good logistical planning
- Convenient time (for the media)



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*What are they looking for ??*

In a negative story:

- A quick response
- Something "juicier" than they have
- Validation
- Information
- The "other" side of the story



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*Some Up-Front Disclaimers...*

- Do Not Attempt This At Home !
  - If you have a public relations department, USE IT!
- High Risk = High Reward
  - Low risk = low reward
- Good overall communication mitigates need for crisis media plans
  - The communications compass



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*Some Up-Front Disclaimers...*

- Know your own comfort level
- Media are people too!
- You will make mistakes.... Learn from them
- "Resistance is Futile"



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*Ethics in Media...  
Just What Do Reporters Look To ?*

- Seek Truth and Report It
- Minimize Harm
- Act Independently
- Be Accountable



Source: Society of Professional Journalists

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Getting Good Coverage  
**– PROMOTE –**

Avoiding Bad Coverage  
**– PLAN –**

Making the best of a Crisis  
**- PACIFY –**




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**Earned Media STRATEGIES**

- Build Relationships / know the reporters
- Have information readily on-hand
- "Evergreen" story ideas
- Be responsive – they'll come back
- Be trustworthy
- Have a plan / be strategic





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**Earned Media STRATEGIES**

- Pick a slow news day
- Have a clear message / vision for the story
- Have good interview subjects / real people
- Demonstrate control of the issue
- Don't ignore a crisis – better to strike first
- Uncertainty leads to speculation which leads to misperception
- Follow-up! – especially for magazine stories – key to story control
- Accept that you have NO control




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**Earned Media TACTICS**

- Offer an exclusive
- Leverage relationships with media
- A picture is worth 1,000 words
- Have an advocate call for you
- Editorials / Editorial Boards
- Letters to the Editor
- Media Event
- Planned 'leak'
- Prepare Questions/Answers as a "dry run"




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**Earned Media TACTICS**

- Know how to "pitch" your story
  - Have a concise point / the "elevator" speech
  - Offer good visuals
  - Call, don't rely on a news release/advisory
- Logistics are key
  - Location, location, location
  - Power./ Lighting
  - Script / timing
  - Good visuals / audio?
  - Releases from parents.
  - Web tie-ins
  - News Release (*the "8<sup>th</sup> grade" standard*)
- Don't get overrun by a FOIA (*freedom of information act request*)




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**IAQ TFS Communications Guide**

- Great Resource
- Case Studies
- Proactive / Responsive Communication
- Internal/External Communication
- Quick Facts / Resources




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### The ZEN of news

- People generally believe what they read/hear
- However, people trust others more than they trust news outlets
- In a controversy – use the Skidding Car Approach
  - Turn into the skid – don't be defensive, be CONCERNED
- Credibility still counts
- The Rules for when and how to go "Off The Record"




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### Current News Trends

- News is a Business – don't forget it!
  - Market Research Driven
  - The Nielsen Ratings and what they mean
  - Circulation and Advertisers
- Ethics rules governing news
- The fading "CBS" Trend
- The growing "FOX" Trend
- Shorter attention spans
- Local news is an endangered species
  - The "USA Today" Phenomenon
  - The Cable Channel Phenomenon
  - The Internet Revolution




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### Crisis Media ... Scenario 1 - REACTION

A BAD STORY JUST RAN... WHAT DO YOU DO?

- Demand a retraction
  - RESULTS:
    - a. Nothing
    - b. Another story runs rehashing the bad story
    - c. You antagonize the reporter
    - d. You get a clarification – 2 lines buried in the back
    - e. It actually works
- Try and work with the reporter
  - RESULTS
    - a. Nothing
    - b. You get another story, only slightly better
    - c. You get a clarification – 2 lines buried in the back
    - d. You get a better story




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### Crisis Media ... Scenario 1



A BAD STORY JUST RAN... WHAT DO YOU DO?

- Let it pass
  - RESULTS:
    - a. Nothing
    - b. People will forget in time
    - c. People don't forget and you suffer the consequences
- Let it pass and follow-up later
  - RESULTS:
    - a. People remember the last thing they heard
    - b. You maintain relationship with media
    - c. You have a good shot at getting your point out
    - d. They run another bad story
  - Use Other Channels (newsletter, word of mouth, web)
    - RESULTS
      - a. School Newsletters VERY effective
      - b. You control the response
      - c. In extreme cases – USE PAID MEDIA



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### Crisis Media ... Scenario 2 – DAMAGE CONTROL

A CRISIS ERUPTS..... WHAT DO YOU DO?

- Never Answer Unprepared
  - a. Get contact information, say you'll get back
  - b. GET BACK!
  - c. A vacuum WILL be filled
    - GET IT RIGHT THE FIRST TIME
  - d. Get information quickly – be fair and informative
- Schedule a News Conference
  - a. Get time/place out quickly
  - b. Have a message
  - c. Deliver your message
  - d. "leather, rinse, repeat"
  - e. You DON'T have to answer the question!
  - f. Always, always use your PR professional (if you have one!)



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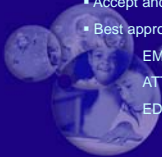
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### Crisis Media ... Scenario 3 – "FESSING-UP"

A MISTAKE WAS MADE..... WHAT DO YOU DO?

- Deny it ?
- Defend it ?
- Place the blame elsewhere?
- Give a long explanation ?
  - CASE STUDY:The budget quote of the year
- Accept and apologize
- Best approach:
  - EMPATHY
  - ATTENTIVENESS
  - EDUCATION



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*Now... Let's see what you've got !*

- You are a spokesman for the ABC School
- The media received a call that 15 elementary students went home, reportedly sick from the smell of mold
- A recent inspection of the school revealed a lack of adequate maintenance on school air ducts
- The Board has not yet approved any extra funds to mitigate problem



*THE PHONE IS RINGING..... What do you do ?*

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*It's Your Turn !*

**Q&A**



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