



KATCHER VAUGHN & BAILEY

Public Relations



Mastering Media Relations (in 45 minutes)



News & Reporters

What Drives News

- Every story needs an angle
- Breaking news/controversy
- Local & timely
- Trends
- About people – affects the average person
- Good visuals and exclusives

Print vs. Broadcast

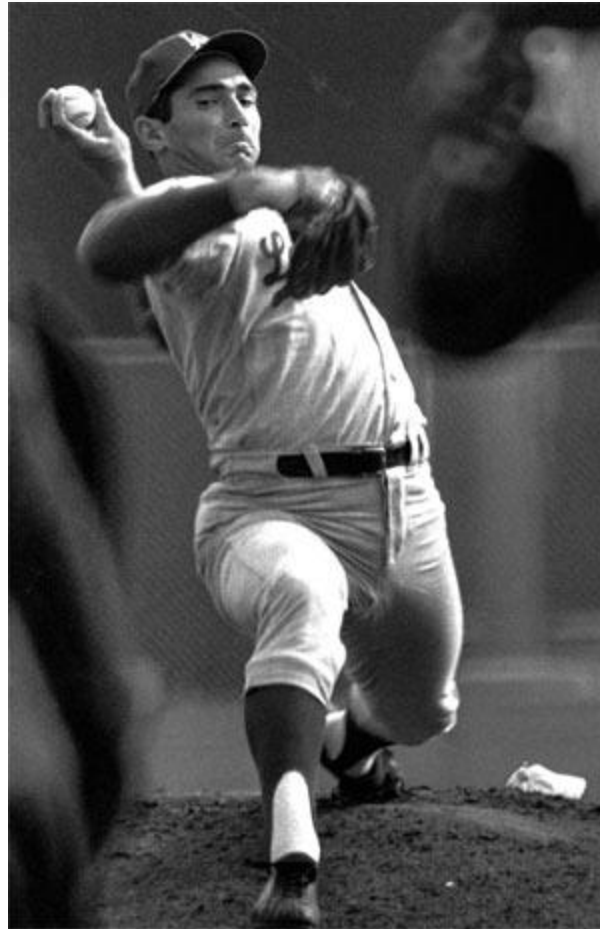
- Print – Newspaper reporters have ‘beats’ - longer, more detailed interviews
- TV – visual and emotional medium
- Radio – mostly talk shows & headlines
- Internet – even traditional media outlets have Web sites



Blogs

- Enable anyone to have a voice
- More about opinion than fact
- Types of blogs
 - Power – influential sites
 - Social network –certain topics or regions
 - Obscure –amplified by mainstream media
- Be aware but don't fear

Ten Essential Rules of Pitching



The Greatest Pitchman of All Time



Plan The Pitch

- Formula for Pitching: 98% preparation and 2% execution
- Do your research



Define The Goal

Know exactly what you want the reporter to do before pitching



Find The Story

- Know what makes a good story
 - Something people can relate to
 - Something that makes you feel good
 - Something that makes you care
- Good stories consist of facts, stats and testimonials



Think Like A Reporter

- Average reporter receives several hundred e-mails a day
- Reporters are busy, busy people.

Prepare Your Pitch

- Have pitch points and two or three ideas ready to talk about.
 - Be able to switch tracks mid-conversation

Speak In Bullets

- Develop your pitch.
- Condense that pitch to 30 seconds.
- Then condense your pitch to 10 seconds.

Give A Clear Call To Action

- First explain WHAT, then WHY.
- DO NOT use the word “IF”
 - NO: If you are interested in this, please feel free to give me a call.
 - YES: I hope you will find this idea of interest to your readers/viewers. I will call to follow up.

When's A Good Time?

- Don't apologize for calling – do it fast, get it right
- Notes:
 - NEVER on Monday.
 - **Good days:** Tuesday, Thursday and Friday mornings.
 - For print, call after 10 a.m. or before 6 p.m.
 - For TV, call before 9 a.m. or before 3 p.m.



They Won't Buy If You Don't Believe

Believe that you have the best idea the reporter will hear that day.

Be convincing.



Become A Valued Resource

- Establish a relationship
- Ask the journalist what kind of stories they are looking for.

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The Interview

Even Spokespeople Get Surprised

- I'm going to check into this. I'll call you back at (give approximate time) with either the information or an update about when the information will be available.
- Politely explain that you need a few minutes to pull together information or wrap-up work so you can give reporter your full attention



Even Spokespeople Get Surprised

- Ask for reporter's deadline and schedule a time for the interview
- Ask "tell me what you're looking for in the interview so I can better help you"

Hold Responses

- I want to make sure you get the most accurate and up-to-date information.
- [Name] with [company/organization] can best help you.
- You can reach [Name] at [Number] or I can take your name, phone number and deadline and ask [Name] to call you.

Creating the Quote

- Compelling – interesting, positive, conversational and on-message
- Concise – less than 15 seconds for TV
- Clear – explains or summarizes a complex issue in terms that anyone can understand
- Comment made without jargon
- Can contain a story, example or illustration

Types of Questions

- Hypotheticals such as “What will you do if...”
 - “I can’t address a hypothetical situation. What I can tell you is...”
- A or B questions such as “What was the problem — incompetence or intentional neglect?”
 - “What we found is...” (go to your positive statement rather than getting caught in a negative, inaccurate response)

Bridging

- Takes you from question you can't answer to the information you can provide
- Allows you to communicate your points without waiting for the perfect question
- Sample phrases:
 - Our goal is...
 - Our policy is...
 - We take these concerns very seriously...
 - We have high expectations...
 - Our focus right now is...
 - What I can tell you is...

Interview Dos

- Tell the truth
- Keep it short & simple
- Be conversational – use examples, analogies
- Speak in complete sentences – it's okay to pause before answering
- Speak to your customers

Interview Dos

- Admit problems if they exist, but focus on SOLUTIONS.
- Put problems in context
- Don't wait for the perfect question – bridge to your main points two or three times

Interview Don'ts

- Get hostile or defensive
- Repeat negatives
- Use jargon
- Guess, speculate or speak outside your area of expertise (it is okay to say “I don't know”)
- Feel like you have to answer every question
- Say “No comment”
- Speak “Off the record”

Interviewing on TV

- Look at the interviewer, not the camera
- Sit-up or stand-up straight
- Avoid chairs that rock, roll or swivel
- Assume camera/microphone are turned ON at all times
- Do the interview in a location that's comfortable for you
- Keep calm and pleasant



Real Brief Media Training

- S- Smile
- O- Remember your objective
- B- Bridge



Questions?

