The Media and You

April 18, 2019
Overview

• What is news?
• Getting your news covered
• The PESO model
• Interview tips 101
• When things go wrong
What is news?
How do reporters judge news?

- Immediacy
- Proximity
- Prominence
- Oddity
- Conflict
- Suspense
- Emotions
- Consequence
Why do you need to know?

• Differentiation
  – Media outlets have brands
  – Reporters have styles

• Competition for viewers/readers
  – Outlets/reporters compete with each other
  – Our news competes with all the other news
The news cycle
How are stories selected?

• Broadcast (TV/radio)
  – It **must** be visual
    • Sight
    • Sound
    • Motion
    • Emotion
  – 8 mins in 30-min newscast
    • Avg. length = 41 seconds
  – Time sensitive
  – Sound bytes

• Print
  – It must tell story
  – Sections are focused
    • Local
    • State
    • Business
  – Reporters have beats
  – More time to learn & report
  – Quotations
How do you get your news out?
What do you need to tell them?

• The 5 W’s
  – Who
  – What
  – Where
  – When
  – Why

• Contact information – email/phone
Writing a good press release*

- One page is enough!
- Inverted pyramid
- Boilerplate at the end

* Bill Adams, Public Relations Society of America, Ask the Professor
The PESO Model
The PESO Model

- **Authority**: Optimized content, shareable content, engaging content, Google authorship
- **Paid Media**: Facebook sponsored posts, sponsored tweets, Twitter cards, fan acquisition, lead generation, Outbrain
- **Incentive**: Affiliate, brand ambassadors, sponsored content, native advertising
- **Content**: Create from experts, employee stories, customer stories, user-generated content, reviews, brand journalism, webinars, videos & podcasts
- **Publicity**: Media relations, blogger relations, investor relations, influencer relations
- **Influencer Engagement**: Response to detractors, detractors turned to loyalists, loyalists turned to advocates
- **Partnerships**: Charity tie-ins, community service, co-branding
- **Social Media**: Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Vine, Google+
- **Owned Media**: Earned media, paid media, shared media
Michigan issues ‘Do Not Eat’ Fish Consumption Advisory for all fish in Beaver Dam Pond and Helmer Creek in Calhoun County due to PFAS

LANSING, Mich. – The Michigan Department of Health and Human Services (MDHHS) has issued an emergency ‘Do Not Eat’ fish advisory for all fish in Beaver Dam Pond and Helmer Creek in Springfield due to perfluorooctane sulfonate (PFOS).

Bluegill fillets tested from Beaver Dam Pond and Helmer Creek contained high levels of PFOS. As a result, MDHHS is issuing a ‘Do Not Eat’ advisory for all fish in Beaver Dam Pond and Helmer Creek, both in Calhoun County. The advisory does not extend into the Kalamazoo River.

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HEALTH ALERT: Do not eat fish from southern Michigan pond and creek

By Associated Press | Posted: Fri 04:45 PM, Mar 29, 2019

LANSING, Mich. (AP) Michigan health officials have issued an emergency “Do Not Eat” advisory for all fish in a southern Michigan pond and creek due to high levels of perfluorooctane sulfonate.

The Michigan Department of Health and Human Services says bluegill fillets tested from Beaver Dam Pond were found to have high levels of the chemical. The warning extends to the pond and Helmer Creek, both in Calhoun County, but not to the nearby Kalamazoo River.

The department said Friday that touching the fish or water and swimming in the pond or the creek is not considered a health concern, but foam that forms on the pond or creek may be. It says people should wash after touching foam.
The PESO Model
Michigan Department of Health and Human Services

March 29 at 5:00 PM

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Michigan Department of Health and Human Services

14 hrs ·

Schools can create a safer environment by being prepared for cardiac emergencies. The MI HEARTSage School program encourages schools to know how to respond properly. Applications for the 2018-2019 school year are open until May 15, 2019. Apply today! https://bit.ly/2JnTUJE
The PESO Model

**Authority**
- Optimized Content
- Shareable Content
- Engaging Content
- Google Authorship

**Paid Media**
- Facebook Sponsored Posts
- Sponsored Tweets
- Twitter Cards
- Fan Acquisition
- Lead Generation
- Outbrain

**Incentive**
- Affiliate
- Brand Ambassadors
- Sponsored Content
- Native Advertising

**Content**
- Create from Experts
- Employee Stories
- Customer Stories
- User-Generated Content
- Reviews
- Brand Journalism
- Webinars, Videos & Podcasts

**Earned Media**

**Paid Media**

**Shared Media**

**Owned Media**

**Publicity**
- Media Relations
- Blogger Relations
- Investor Relations
- Influencer Relations

**Influencer Engagement**
- Response to Detractors
- Detractors Turned to Loyalists
- Loyalists Turned to Advocates

**Partnerships**
- Charity Tie-Ins
- Community Service
- Co-Branding

**Social Media**
- Facebook
- Twitter
- LinkedIn
- YouTube
- Pinterest
- Instagram
- Vine
- Google+
Owned

• News releases
• Website
• Newsletters
• Brochures
Interview 101

1. Do your homework
2. Develop your message/talking points
3. Practice the interview
4. Speak in Sound Bites
5. Avoid jargon and use everyday language
6. Be the expert
7. Don’t answer hypothetical questions and answer the question asked
8. Look professional and watch your body language
9. Never lie to a report or be defensive
10. Remember you are ALWAYS on the record
When things go wrong

• Crisis communications
  – Be quick.
  – Be accurate.
  – Show empathy.
  – “No comment” is not a good option.
Working with Media-An Exercise
The scenario:

– You have 5 measles cases confirmed in your county.
– Some of the cases are children who attended school while they were contagious.
– This particular school has a high rate of waivers (over 30%) for kindergarteners, most due to philosophical reasons.
– The media wants to know what you are doing to prevent spread of the disease.
Summary

• What is news?
• How do you get your news covered?
• What is the PESO model?
• What are you ALWAYS on during an interview?
• What do you do when things go wrong?
Contact Information

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Questions?