The Reporters Are Coming.

The Reporters *Are* Coming, Right?

How do we get them here?

How do we get them to leave?



Understanding your audience

Understanding the changing media landscape

Getting noticed

Be your best







## Trust in Public Health

#### Trust in key public health groups

1300 people surveyed by Robert Wood Johnson Foundation

20% don't trust the CDC at all 18% don't trust their local HD at all 21% don't trust their state HD at all

52% have a great deal of trust in the CDC 44% have a great deal of trust in their local HD 41% have a great deal of trust in their state HD





## Trust in Media

America's trust in media has fallen to near all time lows.

64% have little to no confidence in the accuracy of the news media.

29% have "fair amount" of trust and confidence in news media.

7% of U.S. adults have a "great deal" of trust

Source: Gallup



# America's Trust in Other Groups Declines Post Pandemic



## Public School Principals 35% have little to no confidence



Elected Officials
76% have little to no confidence



Police Officers
31% have little to no confidence



Medical Scientists
22% have little to no confidence

Source: Pew Research

## Changing Media Landscape

## **Local TV Station Ownership**

#### **Nexstar Media Group**

200 TV Stations 116 Markets RECORD Q2 2022 \$1.25 Billion



#### **Gray Television**

180 TV Stations 113 Markets Q2 2022 earnings \$868 Million



## SINCLAIR BROADCAST GROUP

#### Sinclair Broadcast Group

185 TV Stations 86 Markets Q2 Revenue \$837 Million



#### Still for Sale

In 2020 189 TV Stations were sold to large ownership groups. The trend is likely to continue until all stations are owned by giant corporations.

## Why is it important who owns my local TV station?

## What Happened A Case Study WNDUTV South Bend NBC

87 Fulltime Staff – IN THE NEWSROOM

4 Fulltime Helicopter Pilots

5 Live Trucks

2 Satellite Trucks

4 Production Semi Trailers

Only Brother and Sister Anchor Team!

98<sup>th</sup> TV Market (of 212) Small Station Grand Rapids is 41

Less than 12 HRS of News per week.













- University of Notre Dame sells WNDU TV to Gray Television
- \$85 Million Dollars ALL CASH but heavily leveraged by Gray
- Gray owns 77 stations in 44 markets October 2016

 Update
 96
 51
 January 2017

 Update
 180
 113
 July 2022

## Does Gray care about South Bend viewers from their Atlanta office?



### Well ...

- Immediately Gray adds additional newscasts at WNDU
- Now broadcasting over 40 Hours of local newscasts per week compared to 12

**BUT GRAY** 

- Sells Chopper 16
- Sells other newsgathering assets
- Begin trimming staff

Today ½ the staff produces 4X more product

Revenues decline but the bottom line improves!

## Anita Story is Overworked

Twice as much NEWS to fill.

Many reporters now "shoot" their own stories.

Must constantly provide web and social media with updates as well.



The reporter you work with is under greater stress than ever before.

Their deadlines are tighter.

Their workload is greater.

They are routinely met with people who accuse them of practicing "fake news".

They need your help in making sure they get the story right.



## So Why Would You Even Want To Work With Media?



## Advantages of Earned Media Coverage

It's FREE!

It is very fast. Your message can be shared immediately.

Builds awareness of your programs.

Builds your agencies reputation.

Boosts name recognition of your agency.

You can use it to enhance paid or self generated content.

Enhances agency credibility.

### Disadvantages of Earned Media Coverage

No editorial control.

You don't get to decide –

How the story is written

What "soundbites" get used

When or how the story gets used

If the story gets used

They can get it wrong.



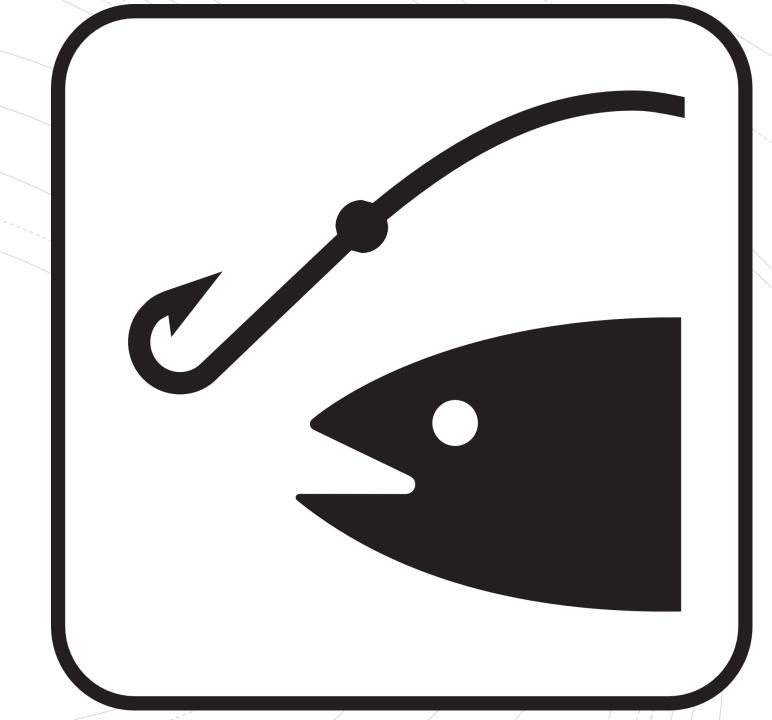
How can I get coverage?

Give 'em
''The Hook"



#### **News Hook**

The Hook is the critical piece of newsworthy information that captures the attention of media and the audience.



#### The Hook

The secret sauce of getting coverage

"There are three rules for the writing of a novel. Unfortunately, no on knows what they are." *Somerset Maughm* 

The hook is not a luxury. It is not nice to have. Without a hook, there is no story.

It is the thing that makes you go, Hmmmm. Wow. Cool. No way. Interesting.

The hook is more art than science. It may be a simple fact, a tidbit, a nugget but you should know it when you see it.

## Think before you go fishing for your hook. Consider your audience.

What do you want them to learn? How have you reached them in the past?

#### Consider the story.

What makes it unique? Are there facts and figures that make it interesting?

## **Hook Elements**



It's not rocket surgery.

#### **Impact**

This is the meat of the story. Who cares? How does it affect my life?

#### **Timeliness**

Why now? What's New? What's happening?

#### **Proximity**

But it did happen here and now the neighbors are nervous.

#### Conflict

We have no vaccine, but everyone wants it. We have a vaccine, but no one wants it.

#### The Bizarre

"Wow! That squirrel can waterski." Ron Burgundy

#### **Human Interest**

The best stories are about people.

#### **Prominence**

Why are *YOU* telling me this? This speaks to your credibility and authority.

#### **Hook Hacks**

#### Variations on a theme

#### Localize

Is there a national story that you can put a local spin on?

#### The Contrarian

Media wants to tell both sides of the story. If you see a story out there that is contrary to your opinion, volunteer yourself to be the other side.

#### Festivus

Holidays are the worst for journalists. From New Years Hangover cures to the hot toys for the holidays – every year with the same old story.

Make something happen. Show them who labors on Labor Day, celebrate your Independence Day with a vaccine clinic that frees us from preventable disease.



## Trust Your Gut

## "Kelso, you need to either make me something or start thinking about another career."

Tom Saizan News Director WHOI TV Peoria II. 1985

## "Don't bore us, get to the chorus."

Barry Gordy, Motown Founder



## What to do now



#### **Respond Immediately**

Build your relationship by inquiring about and respecting their deadlines.

#### **Ask Questions**

I need to know what you want to know so that I know how to serve you better.

What is your angle?

Will you need pictures or B-Roll?

What news agency are you representing?

What are some of your questions about this story?

If they are asking you to react to a national story, ask them to send you a link of the story.

#### **Start Formulating**

After you set a time for the interview start gathering two or three points that you think are essential to the story. Do you have time to gather facts and figures from trusted sources? Do it but don't overload them with a data dump. Keep it as simple as you possibly can. This reporter is being asked to be come an instant expert. If they look good, you will look good, and they will call you again and again.

## What to know



#### Breaking News Rules the World

Understand that they will drop you like a hot potato for an even hotter potato. This can happen at any moment. They may cancel the interview. They may drop the story after the interview. They may call the next day and try to do it again. They may forget to call and cancel the interview because their new potato is so hot and shiny.

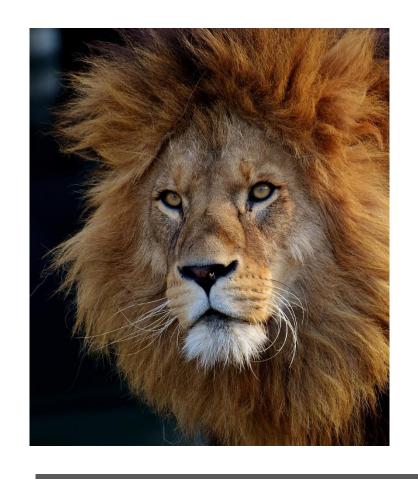
Forgive them. Keep the peace and build your relationship

#### Do not accept an AMBUSH!

If a reporter shows up without an appointment politely tell them that you are happy to help them with their questions at a more convenient time.

Do this even if the drop-by is friendly, otherwise you may build an expectation that they can always swing by and get sound.

NEVER SAY, "NO COMMENT."
Anything else but "No Comment."







## The Lion, The Cop and The Reporter

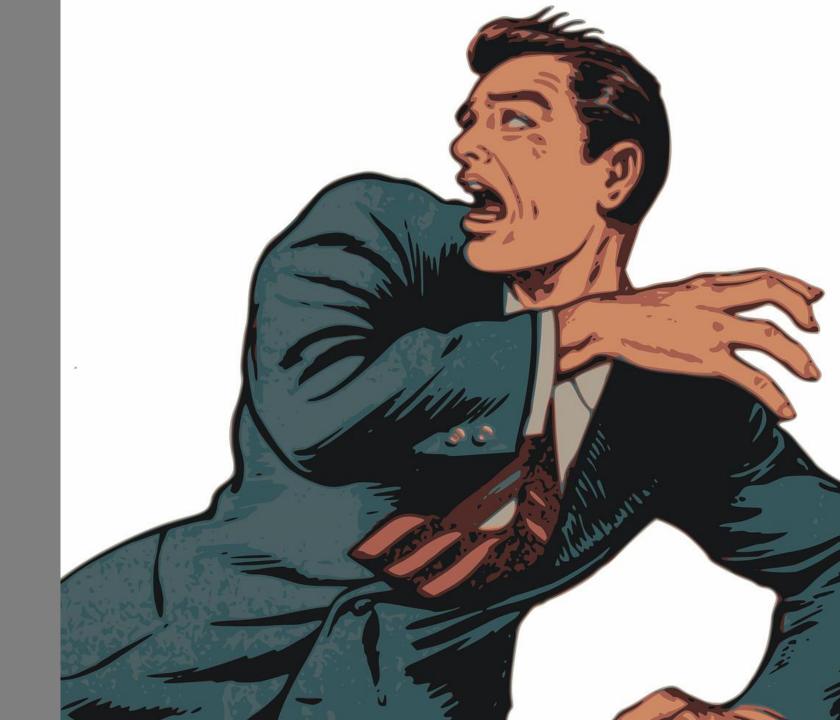
They share a genetic trait.

**EVOLUTION** HAS TAUGHT THESE SPECIES AN IDENTICAL LESSON.



## IF SOMETHING RUNS

IT
MUST BE
FOOD



NEVER **EVER EVER EVER** RUN.



## The interview

Tips and Tricks

#### Short and Sweet

It's a soundbite world. The shorter your answer the less likely it gets cut. A long soundbite is 17 seconds. Most TV News SOTS are 12 – 15 seconds.

#### This is your interview

The reporter thinks that they are conducting the interview. They are not. They are there to ask you questions. You are the expert. This is your interview.

#### Stick to the script, Yo.

Keep to your main talking points. No tangents, rabbit holes, or meaningless meandering. Have nothing to say? Then shut up. Don't try to fill the silence.



## The interview

Tips and Tricks

#### It is OK not to know

No one knows everything. "I don't have that information at my fingertips. I am happy to find it for you when we complete this portion of the interview."

#### It is OK to have a personality

Is there a colorful story or anecdote that helps tell your story?

## Don't assume the reporter knows what you are talking about

If you are asked a question that seems to come from a poor understanding, make sure you explain.

If you don't understand a question – don't answer it.



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### NO

Tight or busy patterns
Avoid Black and White
Prints – especially animal prints
Dangly
Long earrings, big bracelets or long

Long earrings, big bracelets or long necklaces Avoid shiny – anything that distracts.

### YES

Solids – bright solid colors are best. TV loves Blue. Avoid Red. Some pastels work for some people. Make sure it does not wash out your skin tone.

Dress your culture – If you wear suits, wear suits
If not, don't play dress up for your TV interview.
Wear makeup if you like but no more than you normally would.