



The Media and You

August 22, 2019





Overview

- What is news?
- Getting your news covered
- The PESO model
- Interview tips 101
- When things go wrong

What is news?





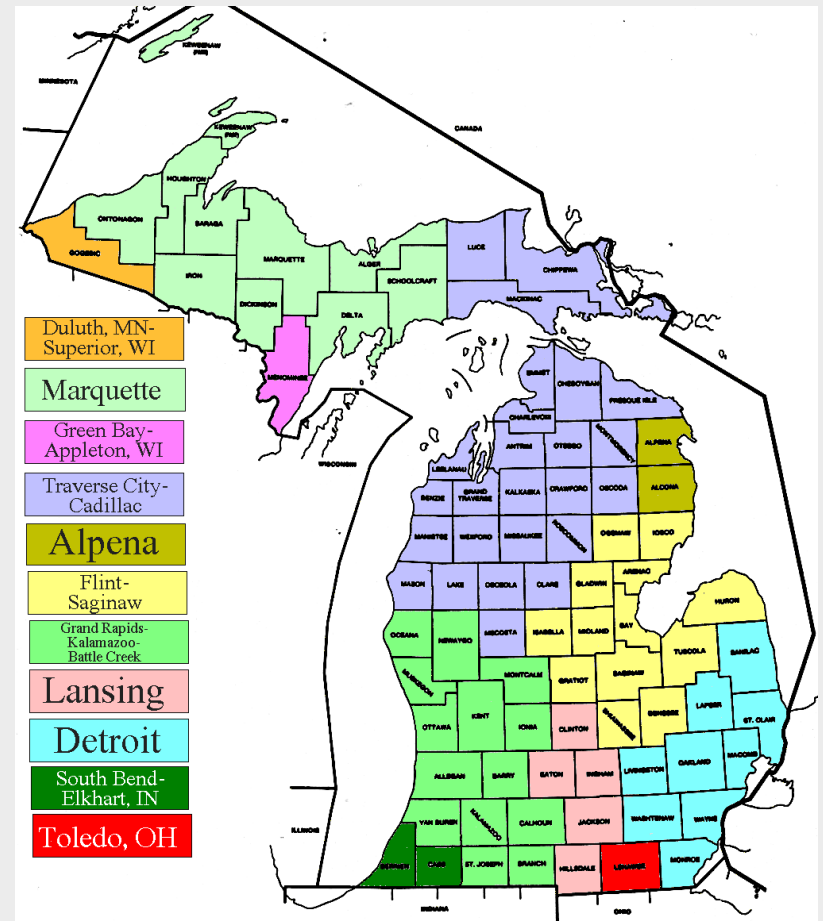
How do reporters judge news?

- 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



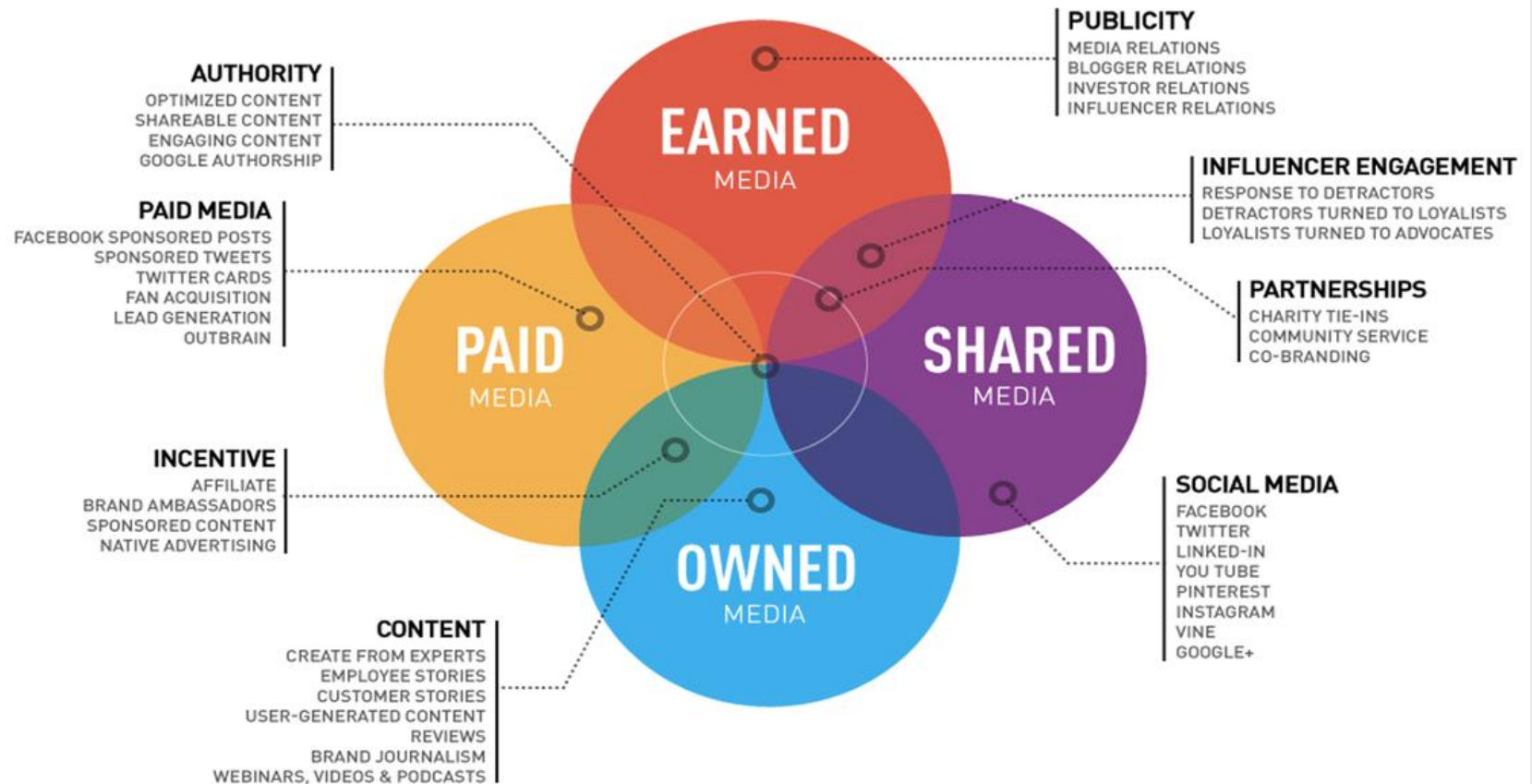
Writing a good press release*

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



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

The PESO Model

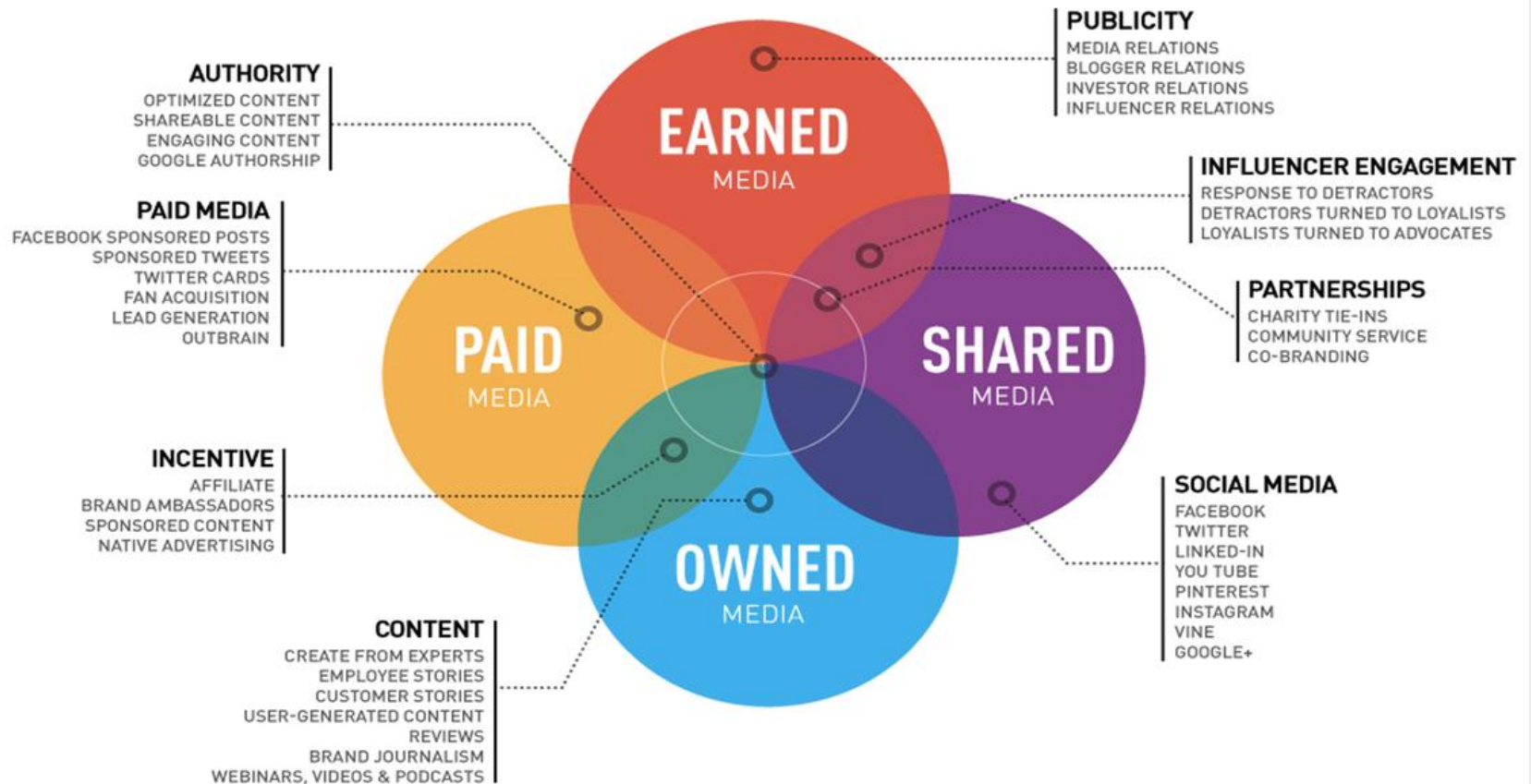




Paid



The PESO Model



Earned



STATE OF MICHIGAN

DEPARTMENT OF HEALTH AND HUMAN SERVICES

LANSING

ROBERT GOITZ
GOVERNOR

ROBERT GOITZ
DIRECTOR

FOR IMMEDIATE RELEASE:
March 29, 2019

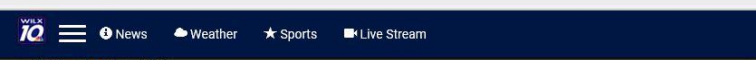
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Michigan issues 'Do Not Eat' Fish Consumption Advisory for all fish in Beaver Dam Pond and Helmer Creek in Calhoun County due to PFAS

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 filets tested from Beaver Dam Pond and Helmer Creek both in Calhoun County. The advisory does not extend into the



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



Joe Ferreira / CDFW / MGN

By Associated Press | Posted: Fri 6:45 PM, Mar 29, 2019

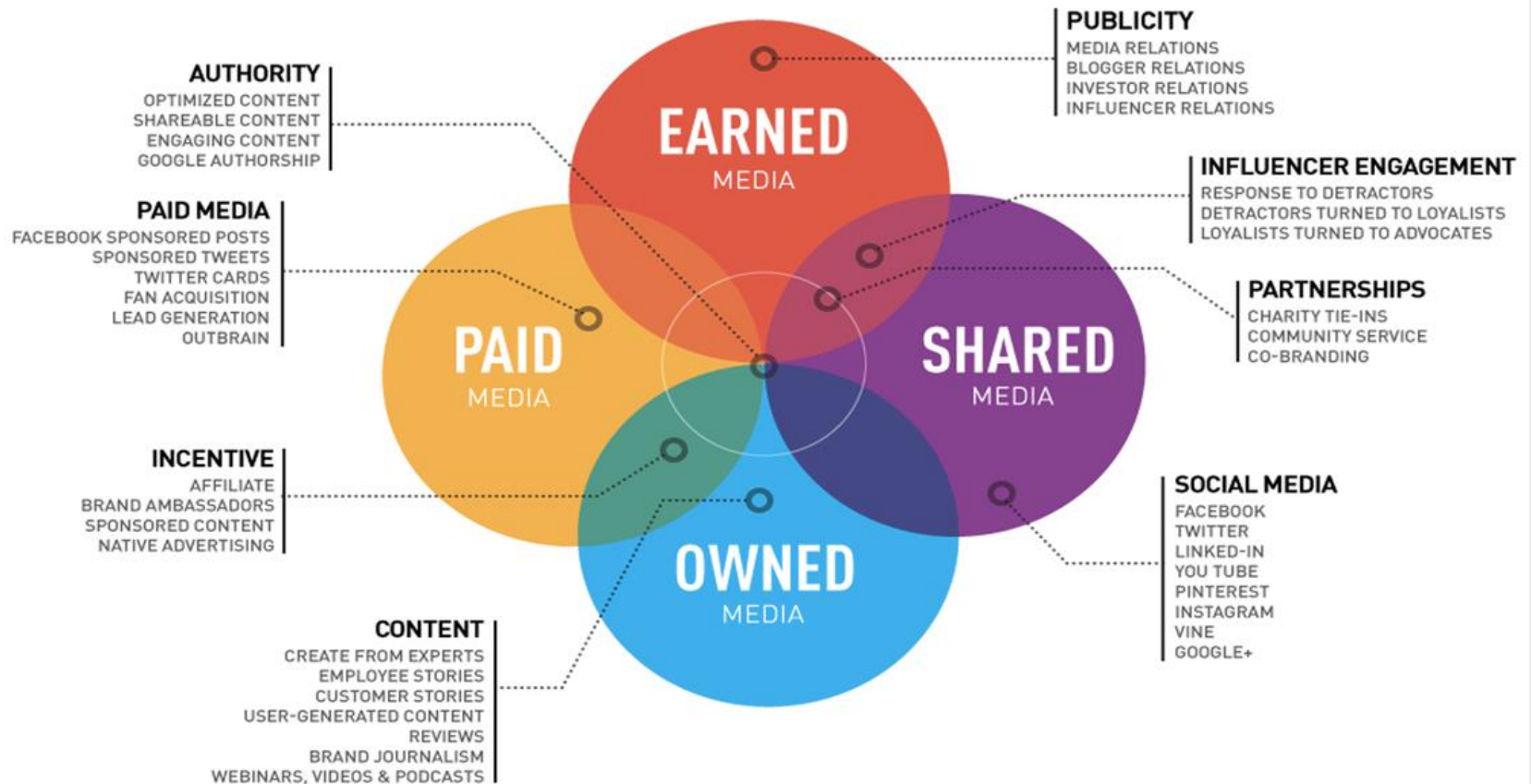


LANSING, Mich. (AP) Michigan health officials have issued an emergency "Do Not Eat" advisory for all fish in a southern Michigan pond and creek due to high levels of perfluorooctane sulfonate.

The Michigan Department of Health and Human Services says bluegill filets 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



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Michigan Department of Health and Human Services
March 29 at 5:46 PM · 🌐



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Bluegill filets tested from Beaver Dam Pond were found to have high levels of PFOS. As a result, MDHHS is issuing a 'Do Not Eat' advisory for all fish from Beaver Dam Pond and Helmer ...

See More

1

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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 HEARTSafe 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/2TmTUJE>

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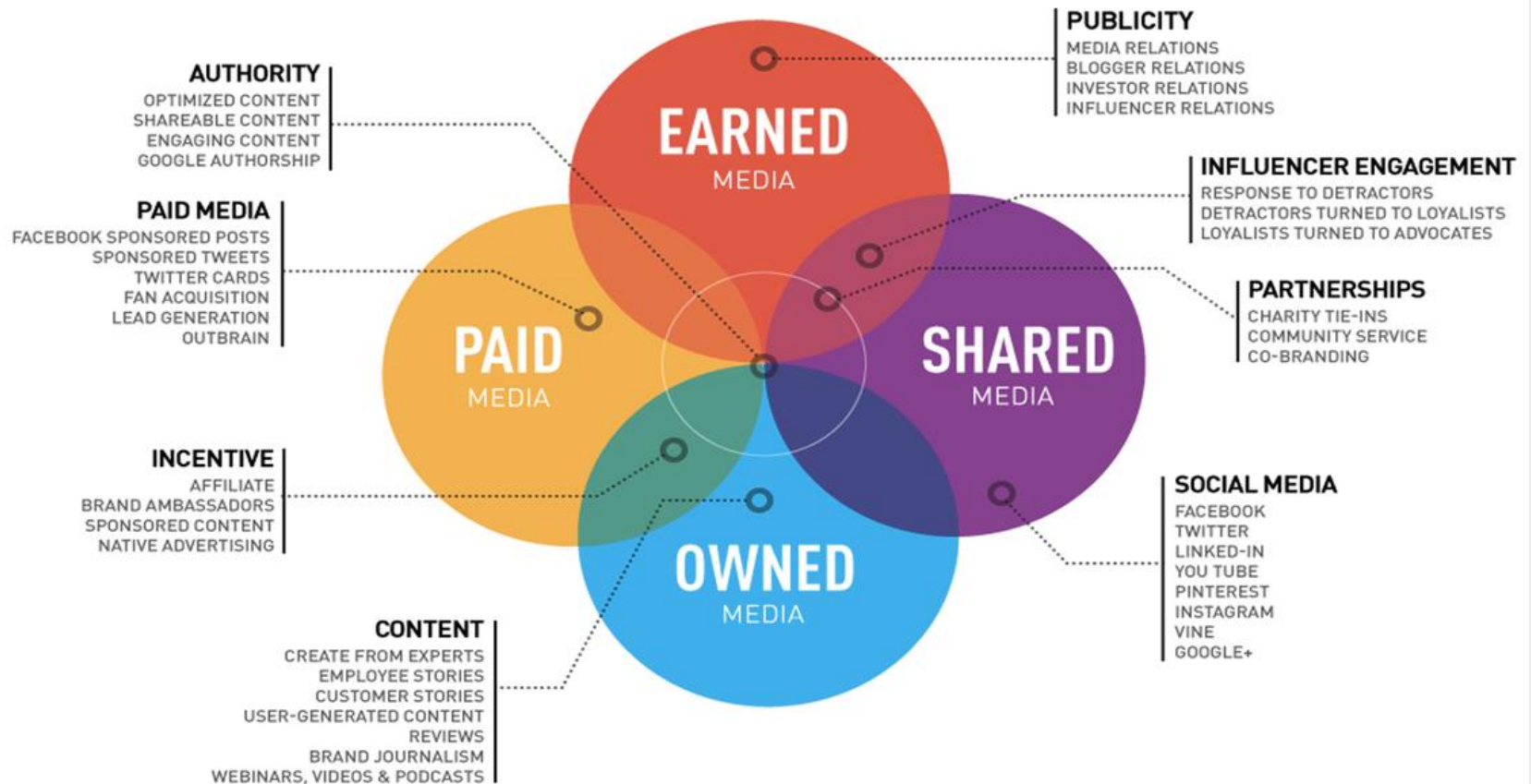
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The PESO Model



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 reporter 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:

- CDC has announced an increase in West Nile virus cases and deaths across the country.
- Michigan has reported 150 cases and counting and 10 deaths.
- Eastern Equine Encephalitis has been found in 2 horses and 1 deer. One of the horses is in your county.



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?



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Questions?