The Media and You

August 22, 2019

Michigan Department of Health & Human Services
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

- **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**: 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+
FOR IMMEDIATE RELEASE:
March 29, 2019

CONTACT: Lynn Sutfin
517-230-6231
SutfinL1@michigan.gov

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 have elevated levels of PFOS. As a result, MDHHS is issuing an advisory for all fish in 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

By Associated Press | Posted: 11:05 AM, 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 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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1 Comment 7 Shares

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/2tM1UJE
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- **Earned Media**: Media relations, blogger relations, investor relations, influencer relations
- **Influencer Engagement**: Response to detractors, detractors turned to loyalists, loyalists turned to advocates
- **Shared Media**: Charity tie-ins, community service, co-branding
- **Owned 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 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?
Contact Information

• Lynn Sutfin, Health Public Information Officer
  – 517-230-6231, SutfinL1@michigan.gov

• Media Line: 517-241-2112
Questions?