



landis communications inc.  
public relations • social media • digital



## How the media works – and how to work with the media

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# *Working successfully with the media*



Why are some companies and spokespeople successful with the media – and some not?

The **answer** lies in understanding the needs of the media – and how best to work with the media.



Several quick tips on the following pages will help you and your company become more knowledgeable – and hence, more successful – in utilizing the power of the media to convey your company’s key communications messages.



# What the media needs



## What interests the media?

*News, news and more news.*



## What is news?

A "first"

A trend

Something unusual or unique

Celebrities

Kids or dogs

Human interest stories



## Your job?

To understand your company/product and create news that will interest the media.

# What you need to know



Your company, product, and industry



The reporter's needs – and do your homework (understand their work before you talk to them)



Your medium (TV vs. radio vs. print vs. online)



Your audience (who is the reporter's readers, viewers?)



Your three key messages *before* you talk to a reporter – and practice!

# *NEVER!* What not to do with the media

Say “No comment”

Repeat a negative question or phrase

Use jargon

Go “off the record”

Lie

Attack competitors  
or other  
organizations

# Interview Checklist



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An interview is the basic tool of news gathering, but it is *not* a conversation. Think of it as a formal debate.

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The reporter interviews a person in search of *news*, not to further someone's – or a company's – reputation.

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Do your homework. Read the reporter's articles and his/her publication before the interview.

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Anticipate key questions.

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Prepare key answers.

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Identify your three key messages and practice them – make sure to deliver them *no matter what*.

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Media train appropriate spokespeople.



# When to respond

- Develop and practice your three key messages.
- At the beginning of the interview, state your objective.
- If asked an unrelated question, bridge to your key messages.
- Provide support for your objective.
- Summarize your thoughts.
- Stop talking!

# What's next

Recognize that it takes time and experience to develop cogent and persuasive key messages.



Each spokesperson needs to practice key messages continuously.



Media training for designated spokespeople is mandatory: reporters are extremely experienced in asking the tough questions.



Specialized media training for crisis – targeted to social media platforms such as Facebook and Twitter – is also necessary.



# More about media?

For more information regarding the media and how to deal with the media, contact LCI:



**Call**

**(415) 561-0888**



**Email**

**info@landispr.com**



**Visit**

**www.landispr.com**

# LCI's Services

LCI is an integrated communications agency. Services we include:

Public Relations

Social Media

Brand Marketing/  
Digital Marketing

Experiential Marketing

Email  
Marketing/Newsletters

Digital Strategies

Traditional  
Marketing/Advertising

Media &  
Presentation Training

Video Production

Search Engine  
Optimization (SEO)

Search Engine Marketing  
(SEM)

Crisis Communications/  
Community Relations

Branding and Identity  
Development

PRomised Results©

# LCI: How we work

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1

Define goals and set strategy.

2

Tailor a team whose collective experience supports your communications goals.

3

Measure activities/events against the communications plan and budget.

4

Communicate openly and often with clients to achieve success:

- Weekly meetings/conference calls
- Monthly reports to track activity

5

Develop results-oriented metrics.

Thank you!



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