



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



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# *Working successfully with the media*

What the media needs

What you need to know

Never!

Interview checklist

When to respond

Keys to interviewing

What's next?

More about media?

LCI's Services

LCI: How we work

- » 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.



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Working with the media



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# 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.



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# 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!



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# NEVER!

## *What not to do with the media*

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- » Say “No comment.”
- » Repeat a negative question or phrase.
- » Use jargon.
- » Go “off the record.”
- » Lie.
- » Attack competitors or other organizations.

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# Interview Checklist

- » An interview is the basic tool of news gathering, but it is *not* a conversation. Think of it as a formal debate.
- » The reporter interviews a person in search of *news*, not to further someone's – or a company's – reputation.
- » Do your homework. Read the reporter's articles and his/her publication before the interview.
- » Anticipate key questions.
- » Prepare key answers.
- » Identify your three key messages and practice them – make sure to deliver them *no matter what*.
- » Media train appropriate spokespeople.



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# *When to respond*

- » Media is deadline-driven. That said, when a reporter calls, it's important to get back to them in a timely fashion.
- » Sometimes, if the reporter catches you unprepared, it's perfectly acceptable to say you're on the run and can you call back? Ask what their deadline is and then respond within that timeframe.
- » Working with the media is all about relationship-building: once you create the relationships, you need to communicate on an ongoing basis – through good times and bad.



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# *The keys to a successful interview*

- » 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!



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# 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.
- » Getting the media interested in your message or the ultimate story is an art, not a science. Developing helpful media contacts takes time.
- » And developing messages – and then selling those messages to the appropriate media -- is a discipline where outside professionals, such as a public relations agency, can be helpful.

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# *LCI's services*

## ***Strategic Counsel***

- » Research
- » Brand positioning
- » Message development
- » PR program development
- » Program ROI

## ***Special Events***

- » Press Conferences
- » Product launches
- » Analyst tours
- » Sponsorships
- » Media promotions
- » FAM trips

## ***Media Relations***

- » Media training
- » Proactive media placement
- » Media tours
- » Video/Audio news releases

## ***Other***

- » Public affairs
- » Community relations
- » Internal communications
- » Writing releases, collateral materials, speeches and presentations
- » Speakers bureau
- » Product placement
- » Webcasts

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# *More about the media?*

For more information regarding the media and how to deal with the media please phone LCI at 415.561.0888 and ask for David Landis, Brianne Murphy Miller.

- or email LCI at **info@landispr.com**
- ◆ – or visit us online at **www.landispr.com**

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# *LCI: How we work*

- » Define goals and set strategy.
- » Tailor a team whose collective experience supports your communications goals.
- » Measure activities/events against the communications plan and budget.
- » Communicate openly and often with clients to achieve success:
  - Weekly meetings/conference calls
  - Monthly reports to track activity
- » Develop results-oriented metrics.

**Thank you for visiting.**



***Thank you!***  
***We look forward to working with you!***

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