PR WITH PURPOSE

IPMG / ICMRT

Media Training

Secured Media Types

BROADCAST



TV and radio



Live or taped



Phone/satellite radio or in-studio segment



Sharable link for social media to tag reporter and media outlet

PRINT

- Newspaper, blog, magazine, trade magazine
- Use pitch page
- Phone interview
- Sharable link for social media to tag reporter and media outlet

Secured media types (cont.)

BROADCAST / TV

- Reader no video or sound and read by the anchor
- VO voice over video read by the anchor
- VOSOT voice over video read by the anchor with a soundbite from client
- Package Minute long news story by reporter with video and sound from client

BROADCAST ONLINE LINKS

- Reader no
- VO no
- VOSOT sometimes, but mainly no
- Package almost always

Timeline for media interviews

- Once a segment is booked, notify interviewee of all details
 - Taped or live
 - Broadcast or print
 - Video, audio or emailed questions for written response
- Identify proper spokesperson(s)
- Send calendar invite for interview date & time
 - Dial-in (phone/satellite interviews) or address for in-studio segments
- Provide briefing document with reporter, outlet info*
- Share links to all completed segments



On-site media visits

- When necessary, television stations will visit client locations/events to gather b-roll for their video segments
- Client to determine the best contact person for each of the facilities
 - Can be on-site the day the TV crew will be there
 - Available to accompany the video crew, reporter and/or photographer during their entire visit
 - Have access to & knowledge of facility spaces to be used in footage





Madeleine Holler - PBS Phoenix, Cronkite News

Interviewees: Nick Kratzer (Regional Outreach Manager) and Dr. Caitlin Simpson (Director of Clinical Operations)

Interview Date: Wednesday, February 2272

Interview Time: 22 pm EST2

Location: Google Hangout 2

 $\textbf{Course of Action:} \ \texttt{Madeleine Booprovide Coogle CHangout DURL Bor Caitlin Band DNick Data and DNick DNICk Data and DNICk DNIC$

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Interviewees: Danielle Dapenga Interim Executive Director Mesa)

Interview Date: (19 Vednesday, (19 Eebruary (2) 7 (2)

Interview Time: 210am CMT2

Location: 1132**\mathbb{B}**. **\mathbb{D}** akland, **\mathbb{M}** esa, **\mathbb{A}**Z, **\mathbb{B}**5206**\mathbb{D}**

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alternative

About the opportunity:

Madeleinefirst@xpressedfinterestfinfloveringfFootprintsflofRecoveryffelativefloffleflocks@ffLoveflampaign,butfleffleamflwas@ultimatelyflotfloflofRecoverffleflayflofflofflofRecoverffleflayflofflofflorentsflofflofflorentsflofflofflorentsflofflofflorentsflofflofflorentsflofflofflorentsflofflorent

Key messages:

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 □ Nick's @tory, @from this @ime@n@he@narine's @othis @oosition @oday @s &Footprints' @Regional @utreach (Manager @Nick)
- Nick Sistory, and of the maintenance and the Submissiposition and as a submission of the submission of
- □ Prevalence®fBubstance@buse@mong®eterans@Caitlin)
 □ Mesa,AZfacility®tatistics@nd@apabilities@Danielle)@
- □ NationwideBuccess@fBocks@fLove@ampaign@Danielle)②

About Madeleine Holler:

Madeleine Holler (Is An Education Reporter Bor PBSC ronkite (News. Bhe Is Also As Budent Arizona State University's (IV alter Electronkite (School of Gournalism And Mass Communication. She Is Turner ty Totaining the Bachelor of Arts In Journalism And Mass Communication (Iv alter Andrew An

Previous stories by Madeleine Holler:

https://madeleineholler.wordpress.com/work-samples/2

About Cronkite News:

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*Sample briefing document

10 Minute Media Training

- Use the checklist below as a quick run-through before you do an interview.
- Check Your Appearance
- For television interviews, stick to solid colors and minimal jewelry.
- (Small patterns and stripes can "vibrate" on camera (ties especially), and jewelry can be visually distracting or make noise)

Review Key Messages

- Make sure you have your messaging and facts down cold. That will allow you to focus on how you are delivering the messages. People tend to remember how you make them feel just as much as the actual information you share.
- Research the Reporter/Outlet for What They Have Reported on the Situation So Far
- Go into the interview with awareness of how the reporter or outlet views the issue.
- Brainstorm a few questions you think are likely and consider how they align with your key messages.
- Practice your responses with a colleague who is comfortable critiquing your performance.

Sample Social Media Holding Statement

<Organization> is aware of the unfolding situation on/at <Location> and we extend our deepest sympathies to those affected. The Sheriff's Office is the best source for news and updates. Follow them @xx.

Sample Holding Statement

- Refer to the sample holding statements below to help build versions that align with your organization. Your statement does not need to be detailed but should convey three main points: you are aware; you are investigating; you will communicate information as you are able.
 - <Organization> is aware of the unfolding situation on/at
 <Location>. We extend our deepest sympathies to the family and friends of those affected by this incident.
 - Our staff is coordinating with local law enforcement and the Mayor's office to ensure we get reliable, up-to-the-minute information. At this time, the Sheriff's Office is leading the investigation and is the best resource for news and updates.
 - As the situation develops, we will relay further information as we are able and share ways the community can help.

TMI Is A Free Resource to YOU!

- TMI will offer 24-hour, 365 media and social media assistance to you and your team
- Your IMPG contact will connect you to TMI & Ross Rice to assist with: press management, holding statements, video production, FOIA, social media management, media contact lists
- TMI has an 18-page Crisis Communications Plan available

OIS Background

Henry County was a part of a multi-jurisdictional SWAT team

The team was deployed to arrest a person wanted on a warrant

During the arrest, deadly force was used

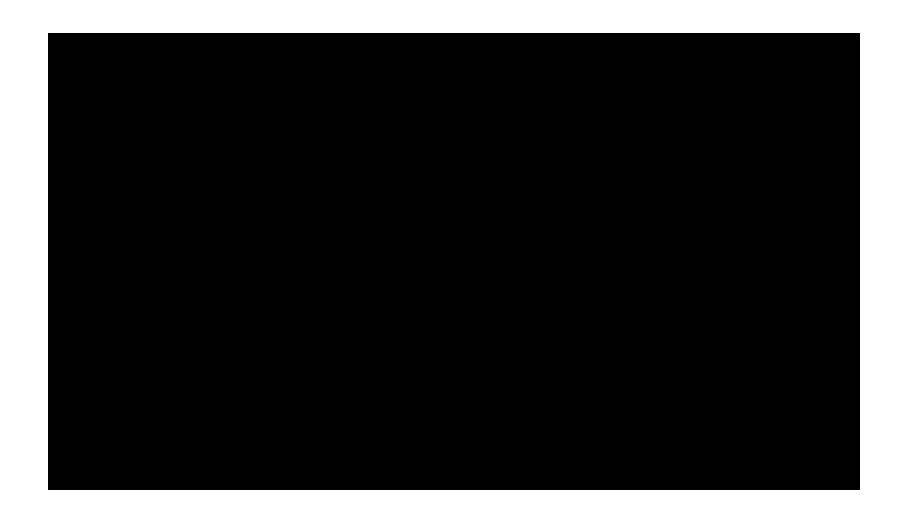
Following the incident, public opinion of the incident was low. Comments received via social media were negative, questioning the use of force, and questions about why less-lethal force wasn't used were presented

Following the release of this video, public perception changed, comments switched to being primarily pro-police

Timeline to Create Video Example from Henry County:

11:50AM – TMI made aware of the incident	4:30PM – Script was sent from TMI to client to approve	editing from both sides	video was approved	Video released on Facebook for media to download
14 Aug.	14 Aug.	15 Aug. and 16 Aug.	17 Aug.	18 Aug.

Henry County Video Example



What are some topics you have discussed with media in the past?

What are some stories you would like to know how to handle with the media?



Discussion / Questions