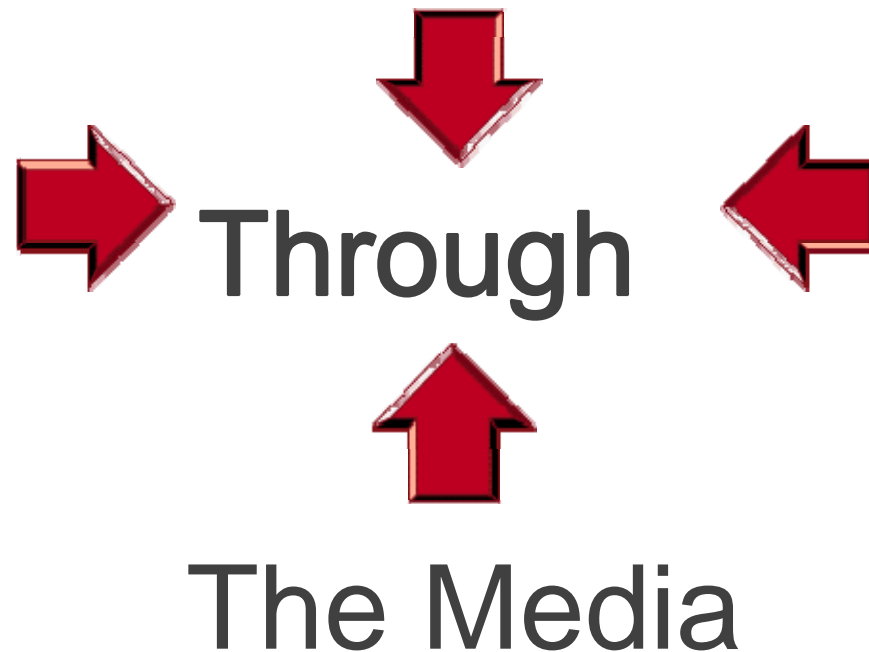




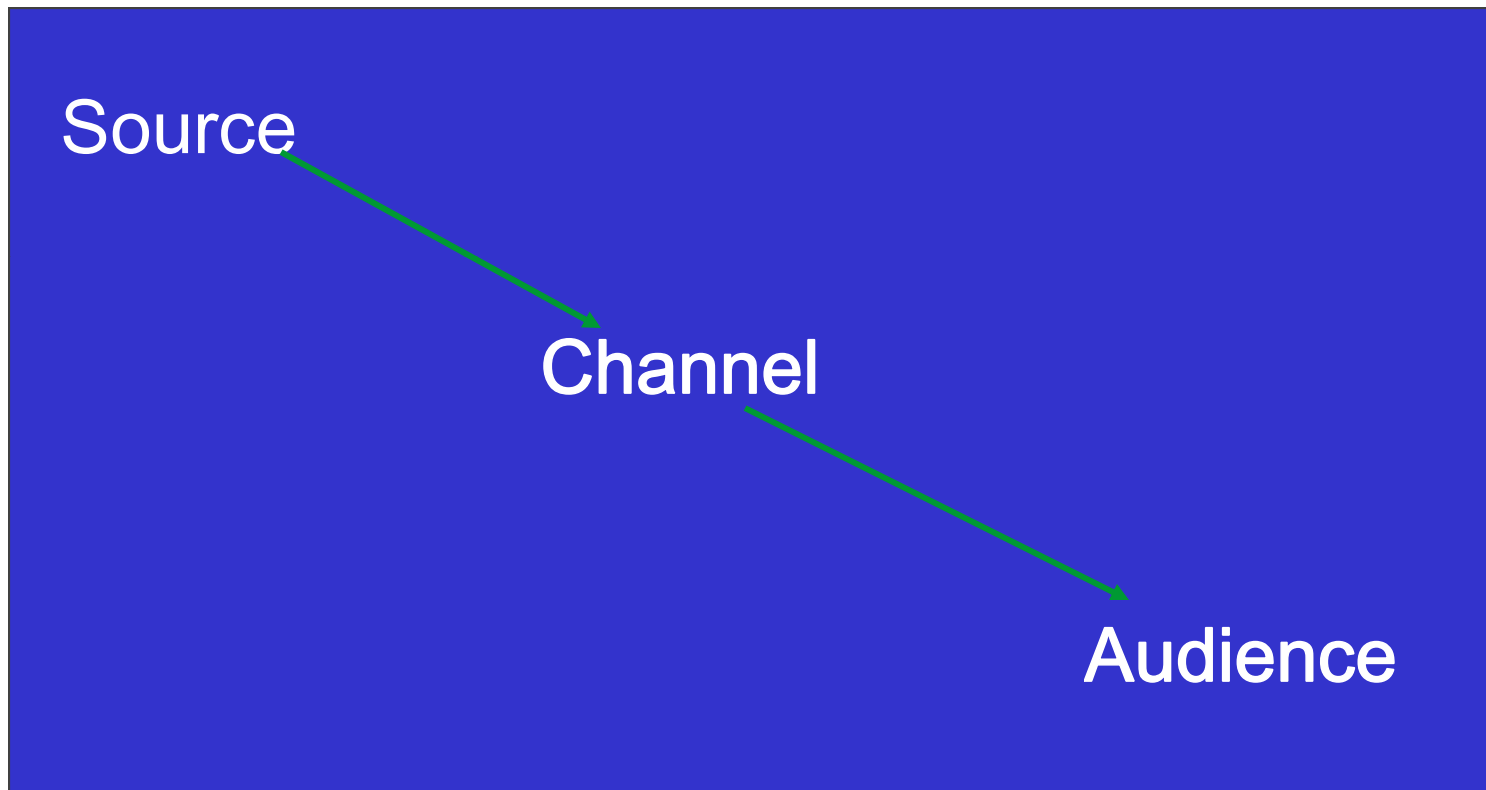
Using the Media as a Strategic
Communications Tool
-- Presented by WPHA



Making Your Point



Message flow



Your Role and Responsibilities

Role:

- You Represent Your Industry
 - You Are Seen As The Expert
-
-



Responsibilities:

- Be Available
- Truthful
- Accurate

Media roles and responsibilities

Roles:

Investigate Inform

Interpret Entertain



Responsibilities:

Provide An Accurate
Representation of Events

Meet strict deadlines

Deliver a Good and
Balanced Story

A little more on the media

What They Really Want From a Story



It's timely

Appeals to as many people as possible

Is a Headline Grabber

Addresses one or more of the eight audience concerns

Audience concerns

- Personal/Family Well Being
- Health
- Financial
- Quality of Life
- Injustice, unfairness
- Decency, Humanitarianism
- Sympathy for the “Underdog”
- Fascination

The Interview



“It is always a risk to speak to the press: they are likely to report what you say.”

— *Hubert H. Humphrey*

TALK TO THE AUDIENCE

Bridging Techniques

- “That’s a very good point, and that directly relates to ...”
- “I understand that others may share that opinion, but the story here is ...”
- “Honestly, I’m not familiar with that report, but what I do know is ...”

TALK TO THE AUDIENCE

Bridging Techniques

- “That demonstrates how complex this issue is, but what it all comes down to is this ...”
- “Those things are true, but I think the real news here is ...”
- “I’m not the right person to talk to about those issues, but what I can address is ...”

TALK TO THE AUDIENCE

Bridging Techniques

- “It’s our policy not to discuss those types of things, but I can tell you this ...”
- “I think what you’re really asking is ...”
- “That speaks to a bigger point, which is ...”

When the media calls

You have two options:

Accept You WIN and can tell agriculture's story.

Decline Risky business because someone else will tell your story.

When the media calls

Never Never Never do the interview
during the first call.

Call the reporter back or ask them
to call you back in 30 minutes.

YOU set the Boundaries.

What are key messages?

A very few carefully prepared, concise, and memorable thoughts that:

- Closely align with your business objectives
- Differentiate you from your competition
- Have meaning with stakeholders

A few helpful hints

Never play favorites with journalists.

Use examples, stories to support and personalize your messages

Speak in terms of your company's or association's self-interest

Keep each message focused on a strategic purpose

A few helpful hints

- Determine three main points
- Don't Be Led Astray
- Don't Be Caught In Another Interview
- BRIDGE to YOUR Answers

A few helpful hints

A comment on “No Comment”

- Avoid the term
- Bridge and get your points across
- 88% say come clean

A few helpful hints

Be Prepared - You're the Expert

Don't answer hypothetical questions

Local Can Become National

Don't Use Jargon

NOTHING IS "OFF THE RECORD"

Even E-mails, Voicemails, Tweets, YouTube,
and Facebook comments can be quoted

Speak Slowly and Look at the Reporter

A few helpful hints

Remember the Three C's: **C**ommunicate,
Cooperate, but Don't **C**onfront

Keep your cool — don't be arrogant or hostile

Anger makes for a great story -- THEIRS

A few helpful hints

Be repetitive but not robotic

Never Guess

Use easy-to-understand examples or stories to illustrate your point

Say only what you want to say,
then **STOP!**

Don't volunteer information

A few helpful hints

There is no perfect media interview

Remember, we can't complain about tone,
only factual errors

Make sure your facts are right