



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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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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- » 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

- » 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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- » 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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- » 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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- » 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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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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- » 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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