



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



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What the media needs

What you need to know

Never!

Interview checklist

When to respond

Keys to interviewing

What's next?

LCI: Who We Are



- » Headed by David Landis
- » 25+ years, San Francisco-based
- » **#1 PR Firm in US (Ragan's)**
- » Worked in the media (KPIX TV) (CBS)
- » Clients: Port of San Francisco, Solano Transportation Authority, NBC Universal, UCSF, Walmart, Match.com
- » Member of the Public Relations Global Network (PRGN)
- » www.landispr.com



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Working successfully with the media

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What's next?

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

» **Video examples**

» **Several quick tips follow to help your company become more successful**



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Working with the media



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What's next?

What the media needs

» **What interests the media?**

» **What is news?**

» **Your job?**



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Working with the media



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What we've heard from the media

- » *Pet peeves regarding unprepared PR pros?*
- » **“Pitches that aren’t tailored specifically to me.” – Victoria Recano, *Inside Edition***
- » **“When someone hasn’t taken the time to read a column or two, which would give them some inkling of what I am looking for” – Leah Garchik, *San Francisco Chronicle***
- » **“When they ask, ‘Did you get my email?’”- Carolyn Said, *San Francisco Chronicle***
- » **“When they don’t even get my name right. ‘Dear Lew’ . . .” Lance Lew, *KNTV (NBC 11)***

Working with the media

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What you need to know

- » **Your company, product, and industry**
- » **The reporter's needs**
- » **Your medium**
- » **Your audience**
- » **Your three key messages**



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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**

Working with the media

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What's next?

Interview Checklist

- » **An interview is a basic tool**
- » **What does the reporter want?**
- » **Do your homework/Anticipate key questions**
- » **Prepare key answers**
- » **Identify three key messages**
- » **Media train appropriate spokespeople**

Working with the media

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When to respond

- » **Media is deadline-driven; but be prepared!**
- » **What to do when a reporter catches you unprepared – or circumvents the CIO?**
- » **Be cautious – it's a 24/7 social media world**
- » **What to do in a crisis?**
- » **Working with the media is all about relationship-building**

Working with the media

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What's next?

The keys to a successful interview

- » **Develop/practice your three key messages.**
- » **State your objective**
- » **Bridge, Bridge, Bridge**
- » **Provide support**
- » **Summarize your thoughts**
- » **Call to action**
- » **Stop talking!**

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What's next?

» **It takes time**

» **Practice**

» **Media training is mandatory**

» **Specialized media training for crisis is also necessary**



Thank you!
We look forward to working with you!

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