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







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







Working successfully with the media

What the media needs

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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





What you need to know Never!

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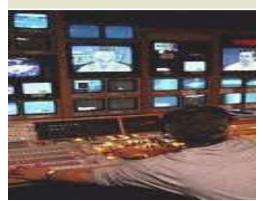
What's next?

What the media needs

» What interests the media?

- » What is news?
- » Your job?





What you need to know

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What's next?

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)*



What the media needs



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What's next?

What you need to know

- » Your company, product, and industry
- » The reporter's needs
- » Your medium
- » Your audience

» Your three key messages



What the media needs

What you need to know



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What's next?

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



What the media needs

What you need to know

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When to respond

Keys to interviewing

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



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Keys to interviewing

What's next?

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



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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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