

# MEDIA SURVIVAL KIT

Working with the Media in 2021

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# WHAT YOU CAN EXPECT

- [10TV Investigates](#)





## Retrospective

What went well?

What could have gone better?

# SESSION OVERVIEW

## Needs & Wants

Basic Comms Plan  
COVID Comms  
How to Start  
Evolution of the Newsroom  
What You Should Understand  
The Beginning of Relationships  
Address Must-Haves & Wants  
Have Great Soundbytes

## Ready to Interview & Message

Show Up Ready & Helpful  
What to Wear  
Know Your Rights & PRRs  
Ambush Interviews  
Social Media During A Crisis

## Advanced Techniques

Three Critical Techniques  
Crisis & Hot Button Issues  
Two Levels of Interview



# BASIC COMMUNICATIONS PLAN



Your Audience(s): Internal & External



Key Messages



Contact Information for “Spokesperson”



Platforms to Utilize



Links to Valuable Resources



Potential Scenarios and Responses/Response Matrix



Social Media Plan and/or Content Calendar

# HOW TO START

## Have the Conversation

- Hold a meeting with team
- Decide who will author it
- Decide who is responsible for each part of the plan
- Remember this is for both responsive & proactive opportunities

## Go Over It & Give Access

- Keep it in a secure place
- Make sure your spokesperson is ready when called
- Utilize it on a monthly basis

# WHY DO NEWSROOMS COVER THE STORIES THEY COVER?



Some Inside Baseball...

# EVOLUTION OF THE NEWSROOM: 2021

Timely, relevant  
information

Clickable  
Content –  
Issues that evoke  
emotion

Action/Great  
Visuals

Villain, Victim,  
Superhero

Stories that have  
a Call-To-Action

Zoom



# PLEASE UNDERSTAND

- No one waits for 5 p.m. or “putting the paper to bed” at night: Reporters are posting to all kinds of platforms
- Both sides will not always be equally represented
- They will talk to anyone. They will research past incidents
- They will bring in a third party for analysis
- They do not know the issues as well as you

... but the information you share is important despite all of this. You educate in a way no one else can.





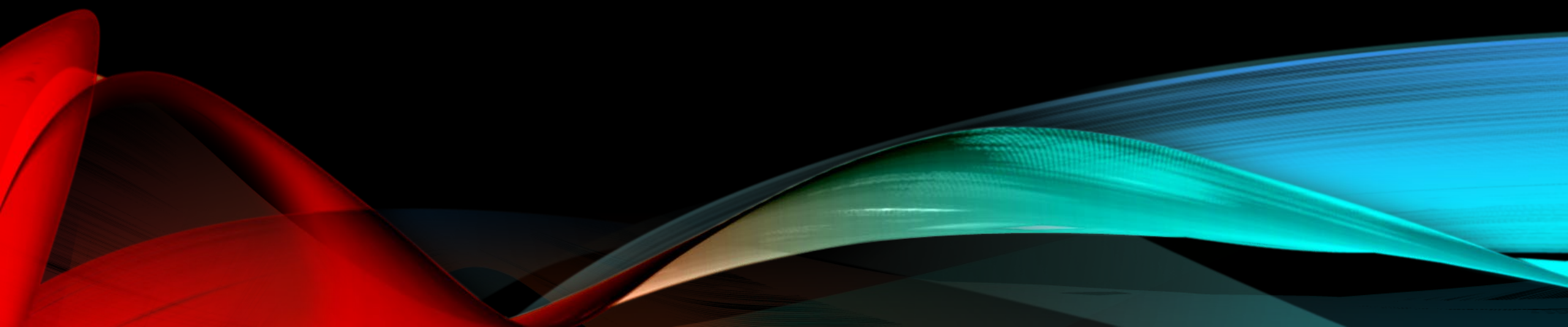
Why do you need to engage?


Because they have access to  
5-10% of people living in a TV market in a  
single broadcast.

(Nielsen Ratings & Shares)

# HOW TO BUILD RELATIONSHIPS

Hopefully, First!





# NEWSROOM NETWORKING PLAYBOOK

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Take a look at who follows your industry

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Follow them on social media

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3 likes + 1 Comment = Getting Noticed

---

Send them a few ideas

---

Invite them to coffee

---

Start sending pitches



# ONCE YOU'RE "IN": PLAY THE GAME LIKE A PRO

## What They Must Have

- Your response early & often
- Quick turnaround on interviews
- A central, compelling figure
- A topic or tidbit that is timely, relevant, or not known or understood before now

## What They Want

- Info that's easy to break down
- Active B-Roll
- Natural sound opportunities
- Great "live" options
- Digital assets: pictures, video, links
- Emotion

# OHIO STATE FAIR ACCIDENT: SOUNDBYTES



# THE SIMPLE ART OF THE SOUNDBYTE

10-12  
seconds in  
length

Plain Speak  
with No  
Fillers

You're  
projecting &  
emoting

# WHAT MAKES A REALLY GOOD SOUNDBYTE?

- Summarize the impact of a research finding
- Show your passion on the subject through your choice of words
- Use descriptive language to set the scene/scenario
- Round off numbers and explain what they mean in simple terms
- Analogies are great
- Lack of “fillers”





# A CONVERSATIONAL EXERCISE

Stand Up and Let's See How You Do

# PREPARING FOR THE INTERVIEW



## Questions to Ask Before the Interview

What is the topic?

What is the reporter's angle?

What is their deadline?

Will it be live, a "look live", or edited?

When and where will the interview take place? Zoom?

Who are the reporter's other sources?

AND DON'T FORGET!  
TAKE A LOOK AT  
WHAT A REPORTER IS  
SAYING ONLINE  
ABOUT THE STORY  
BEFORE YOUR  
INTERVIEW.





# THE INTERVIEW

# SHOWING UP- DOING YOUR PART

## In The Field

- Take a few minutes to yourself to freshen up
- Find spot with least noise/good sun
- Review your notes while setting up
- Make sure they have your title correct
- Think in bullet points & no jargon: Aunt Mabel
- Remind viewers where they can get more info
- “Is there anything else you’d like to add?”

## On The Phone

- Have someone with you on the call
- Ask if they’re recording the interview
- Establish what you can share first
- Take time to explain complicated concepts
- Ask the reporter/producer what other information would be helpful

# “ON BACKGROUND” VS. “OFF THE RECORD”

Definitions & Decisions





# WHAT TO WEAR (AND NOT TO WEAR)

- Avoid stark white shirts and black suits
- Avoid very patterns and glossy fabrics
- Avoid large jewelry
- Keep away from bold neckties with busy patterns
- No short sleeves
- Wear solid colored clothes
- Blue, dark blue, gray, or brown suits work well for men
- Jewel tones or a color that compliments your eyes work well for women
- Keep hair styled and off your face



# YOUR RIGHTS & YOUR PROTECTION

- You have a right to see any documentation
- You have a right to know their general sense of questioning
- You have the right to decline an interview
- If a story is not fair, talk with your managers and contact a newsroom manager
  
- When dealing with ignorant questions, Plant a Flag
- When dealing with negative questions, Build a Bridge
- Do not walk out of an interview if they keep pushing, let them know you can't answer the question and you'll need to get back with them



# PRR'S & HOW YOU'RE INVOLVED

Your email and  
phone are subject  
to PRR's

Take that  
knowledge and  
apply it

Attorney-client  
privilege can apply  
with your legal  
department

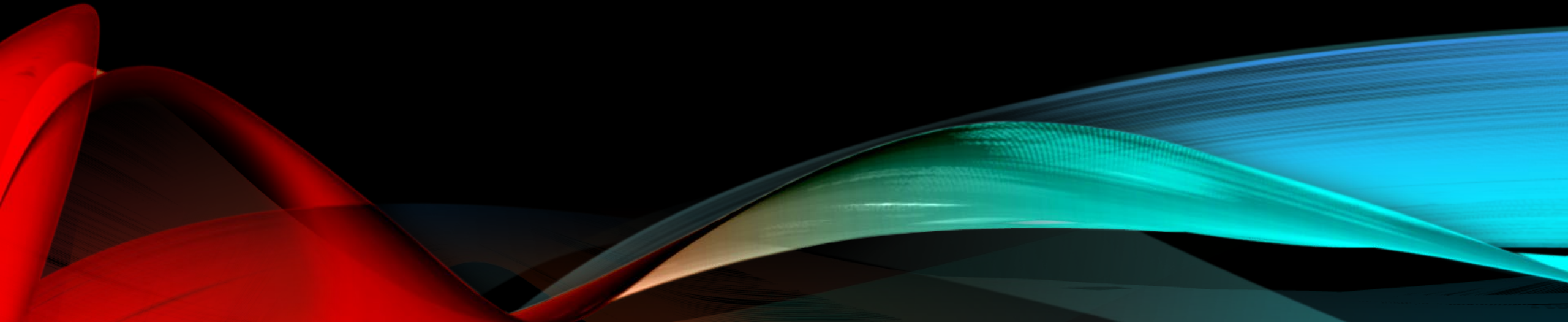
Reasonable amount  
of time to fill and  
request can't be  
overly broad

Keep subject lines  
general

Keep sensitive  
information out of  
email

# WHEN THEY DEMAND ANSWERS...

Ambush Interviews or Getting You On The Phone



# EPA UNDER FIRE IN NEW MEXICO: YOUR REACTION COUNTS

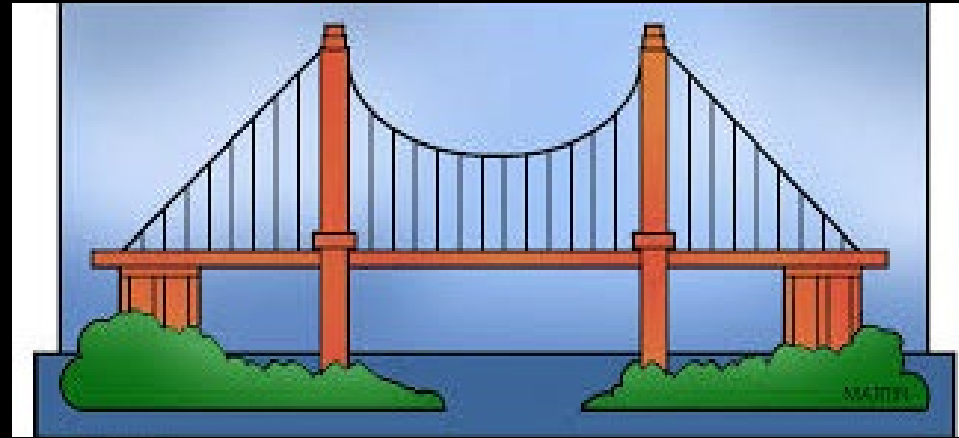


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# ADVANCED TECHNIQUES

## Hook



## Build a Bridge

## Plant a Flag



# ADVANCED TECHNIQUES

## HOOKING

- Lead with the best information you have
- Have a great example or story ready
- Have a prop
- Use language that sets the stage for a follow up question i.e. "that's only one..."

## BUILDING A BRIDGE

- Transition from off-topic questions back to your point
- Move them to another point you may want cover
- Gives you the opportunity to take back control of the interview

## PLANTING A FLAG

- Flag with language i.e. "the most important thing to remember is..."
- Always use it when an answer to a question includes one of your key messages
- Allows you the ability to repeat earlier key messages in the interview
- Use the reporter's name in your response
- This is an opportunity to use a Call-to-Action

# HOT-BUTTON ISSUES

## CRISIS MOMENTS

- Set your guardrails before the interview with the reporter or producer
- Prepare to answer the question you don't want to – just in case it's asked
- Make sure if asked, you use very empathetic language
- Always end with your “take away” message



- Set your guardrails here for yourself- what interview requests will you turn down?
- You are the expert, ask yourself how you can use the “lingo” associated with the issue for more resonance?
- Bring a sense of calm to the topic but a sense of passion about resolution
- Consider creating a Call-to-Action

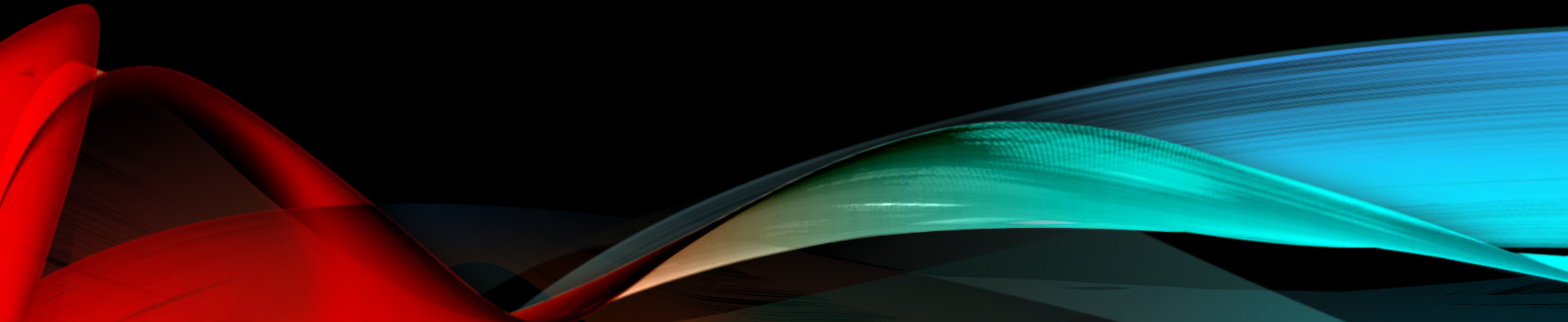
# WHEN SOCIAL HEATS UP...

- Refer to your Communications Plan
- Find likely scenario
- Craft statement and copy edit it
- Utilize response matrix
- Make sure someone is monitoring notifications
- Don't respond to trolls- Wendy's has professionals!



# INDIVIDUAL QUESTIONS

What else do you want to know?





# YOU'RE READY FOR YOUR INTERVIEW

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# LINKS

- <https://www.10tv.com/article/news/investigations/10-investigates/neighbors-question-odors-unassessed-pollutants-biosolids-spread-across-ohio-fields-2019-dec/530-73acc301-701e-4e0a-abe5-978fc97ffbf2>
- 
- <https://www.youtube.com/watch?v=e0Rrh2-QanU>
- 
- <https://www.koat.com/article/animas-river-waste-spill/4478567>
- 
- <https://www.10tv.com/article/news/investigations/10-investigates/we-kind-of-feel-helpless-loved-ones-frustrated-with-filthy-conditions-of-chillicothe-cemetery/530-bba2a229-b740-4976-8449-52c868419a4b>