

Basic tips for interacting with the news media...

1. "News reporters and editors do not bite"
2. "Most reporters and editors are fair – but fair means telling both sides of the story"
3. "Take time to understand the news media and get to know individual reporters"
4. Reporters and editors are busy – always ask if they are on deadline?"
5. "Designate a spokesperson and..."
6. "...Prepare and practice!"
7. "Always stay on message"
8. "Keep your cool"
9. "Never lie or exaggerate"
10. "Keep your message and answers concise and easy to absorb"
11. "Delivering your message once is not enough"
12. "But don't wear out your welcome"
13. "Keep your message positive"
14. "Keep it simple and straight-forward"
15. "You are always on the record"
16. "For television you need a picture"

The underpinnings of a successful communications campaign...

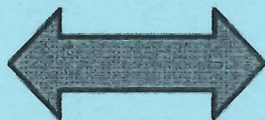
Goal/subgoals



Audience(s) primary and secondary



Message



Messenger(s)



Strategy (Overall plan versus tactics)

The elements that make something news (either through earned media or social media channels)...

Definition: News, through earned or social media channels, is an event, an occurrence or an action that has an impact on an audience in a direct or emotional way. The more widely read or listened to stories combine both and include an element of conflict.

Direct impact examples: Taxes are going up, raging blizzard, flu outbreak, crime wave, etc. The broader the impact—the more people affected—the greater the news value.

Emotional impact examples: Fatal house fire, lost puppy found, school girls kidnapped in Africa, etc. The story must trigger an emotional response such as anger, fear, sadness, happiness, etc.

Conflict: The most widely read, listened to or watched news often contains conflict that has tension – a protagonist and an antagonist.

Effective news should also be:

- ✓ Timely
- ✓ Easy to understand
- ✓ Locally based
- ✓ Image driven (for television and social media)