

# Media Training

California Food Policy Advocates: **#FoodWithCare**

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Mercury.

# Media & Media Training

## Why do I need media training?

- Why are you here today?
- What media training can help you with in interviews

## Why use the media?

- What do you want to accomplish?
- Do you know your message?

## Understanding the media

- How the media works in 2018
- Taking advantage of the different formats
- The Do's and Don'ts

*“The questions don't do the damage. Only the answers do.” - Sam Donaldson*

# Today's Media Environment

- A story can start anywhere, live forever and create a life of its own
- A journalist is now anyone with a cellphone
- Traditional media is communicating across multiple platforms
- Focus on visual storytelling and compelling content
- Content must be relevant and shareable
- Journalists under pressure for “attention grabbing” headlines
- Opinion without attribution and activist journalism

# Media Formats

- Television/Radio
- Print
- Editorial Boards, Op-Eds, Letters to the Editor
- Everything digital

# Ways to Secure Media

## Proactive

- Advisory
- Press Release
- Story or Expert Tip
- Submissions

## Reactive

- Reporter contacts you or your organization to speak on a subject

# Pitching Media

## Press Releases

- Is an article
- Include quotes, can be pulled out and used
- Useful to send before or after an event, and/or in response to current event
- Can include video, photos, audio from event (*send via link*)

## Advisory

- Short and sweet, with all the facts
- Reporter instructions for event coverage
- Send 3-4 days before event, follow-up day before and day of
- Send a week before event – ONLY IF pitching morning shows

# Pitching Media

## Media List(s)

- Ensure they are appropriately targeted
  - Market
  - Beat
- Require regular maintenance

## Tips

- Don't OVER pitch
- Provide useful tips and connect experts to beat reporters to establish relationship
- Have spokespeople available (and prepped) prior to pitching media
- If pitching Op-Ed or LTE, be conscience of word requirements

# Before An Interview



# Interview Formats

## **Broadcast:**

- The pre-interview
- Live vs. taped
- What to wear
- Questions from callers
- If taped, ask for a do-over if you make a mistake
- Use appropriate facial expressions for the topic
- Length of segment
- Eye contact
- Assume the mic is always hot

## **Print:**

- Have key messages in front of you, but work in pauses to sound natural
- Identify and offer third-parties in advance
- Offer opportunity for photography, if appropriate
- Available for follow-up questions
- Listen for keyboard typing
- Reporter must ask to tape conversation over the phone

# Pre-Interview Checklist

## **Ask as many questions as you can.**

- Who, what, when, where, why?
- Audience?
- Deadline?
- Other interviewees?

## **Investigate.**

- Reporter & outlet background/potential bias.

# Dealing with Reporters

## Dealing with Reporters:

- Understand their audience
- Identify a potential bias, if possible
- Know the other side of the story
- Line-up others to provide context
- Make the complicated simple by sending information in advance
- Be aware of deadlines
- Send summary email with quote to ensure accuracy
- Media can only print or air what YOU provide

*“It is always a risk to speak to the press: they are likely to report what you say.”*

- Hubert H. Humphrey

# Messaging Matters

## **Messaging allows you to:**

- Be on message
- Be strategic
- Be intentional
- Be quotable

# Messaging Matters

## What happens when you wing it?

- Opportunity lost to deliver message.
- Unnecessary filler clouds purpose.
- Unable to be thoughtful with words.
- A news story is forever and can always come back.

# Crafting the Message

## **Crafting and developing a winning message**

- What is your core message and can you summarize it succinctly?
- Is it clear?
- Is it concise?
- Is it newsworthy?
- Is it timely?
- Is it crafted for the media, funders, consumers?
- Make sure you have a “headline” in place before you go into the interview

**Practice, practice, practice.**

# Crafting the Message

- **Think of your message as an umbrella:**
- Start with the overarching message
- Topline message is typically the end result
- Deliver three key points as supporting messages
  - ✓ One point that illustrates the problem or issue
  - ✓ One key fact or figure
  - ✓ One story or example to personalize



# #FundFoodWithCare

For decades, California supplemented the cost of serving healthy meals to low-income children in child care. But in 2012, following the recession, the funding was cut and thousands of children lost access.

California can restore access while supporting the viability of the child care work force by bringing back the reimbursement.



# Key Messages

## **Impact on Children:**

- Young children need food to grow, to develop, and to be healthy, but one in eight low-income families in California does not have access to enough food.
- We want all children in our great state to benefit from good nutrition, but children from communities with the greatest need are losing access to healthy meals in child care.
- California can help restore access and bring a healthy breakfast and lunch to over 200,000 children by supplementing the cost of serving healthy meals in child care.

## **Impact on child care providers:**

- Child care providers want to do what is best for the children in their care, so when they don't have adequate funding for food they pull from other parts of their already limited budgets to put food on the table.
- Not adequately funding food in child care harms our efforts to increase provider rates and adequately fund child care as a whole.
- Child care providers need state funding in order to provide quality care and healthy meals to low-income children.

# Supporting Documents

## Checklist for Media Interview

1. Who is doing the interview?

(name, title, outlet) \_\_\_\_\_

2. Format (live/taped/in-studio/etd): \_\_\_\_\_ live interview, show start at \_\_\_\_\_ but that person will need to be here by \_\_\_\_\_

3. Reporter's beat and/or previous coverage:

\_\_\_\_\_  
\_\_\_\_\_

4. Subject/ focus of the story:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Other people interviewed/scheduled to appear in story or on panel:

\_\_\_\_\_

## My Story: Interview Preparation Worksheet

- Develop a 30-second introduction about yourself and your organization so you can succinctly describe what you do, your core responsibilities and their primary mission of your organization.
- Think about tough questions you may be asked, and carefully plan your responses. You may want to develop a Q&A document to make sure you're adequately prepared.
- Create anecdotes drawing on personal experiences to illustrate your points.
- This is a worksheet for you to take home for you to develop YOUR story.

Name: \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

Race/Ethnicity: \_\_\_\_\_ Gender: \_\_\_\_\_ Age: \_\_\_\_\_

Employer: \_\_\_\_\_

Number of children you have and ages: (parents or caregivers)

My main concern in regards to Food Funding, is: \_\_\_\_\_

Caregivers should be reimbursed, because: \_\_\_\_\_

What is your current experience with access to healthy foods? (Where do you access, cost?)

# During the Interview

# Dealing with Reporters

## **Interview ground rules**

- On the record
- Off the record
- On background

## **Dealing with adversity in an interview**

- What to do if you forget your talking points
- What should you do if the interviewer is hostile
- What if the interview strays to unanticipated topics
- How to pivot away from negative questions
- Make the complicated simple by sending information in advance
- Be aware of deadlines
- Send summary email with quote to ensure accuracy
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# Dealing with Reporters

## **Bridging language:**

- I do not have that information...
- What I can tell you is...
- What really affects the community is...
- That's a really great question, but we...
- What's more important to note is...
- I'm not here to talk about that topic, but what I can tell you is....

# Key Tips

## Don't:

- Improvise or make it up.
- Think a reporter is your friend, the relationship is transactional.
- Go negative on other organizations, companies or people.
- Go off-the-record or on-background with a reporter you're not familiar.
- Get frustrated with a reporter.
- Let a reporter get you off track.
- Fill the silence.
- Waste an opportunity with a weak message.
- Have a private conversation in an earshot.
- Say something or provide information you do not want to see in the press.

Q & A

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