



How do reporters judge news?

- Immediacy
- Proximity
- Prominence
- Oddity
- Conflict
- Suspense
- Emotions
- Consequence



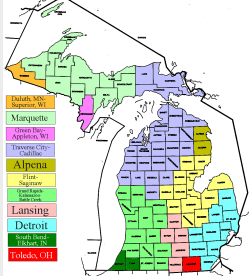
The bottom of the slide features three small images arranged horizontally. From left to right: 1. Donald Trump in a dark suit and tie, pointing his right index finger towards the right, with an American flag and Christmas lights in the background. 2. A severed pig head lying on a dark, reflective surface. 3. Three Olympic athletes in blue and red uniforms jumping over a bar on a blue track, with American flags in the background.

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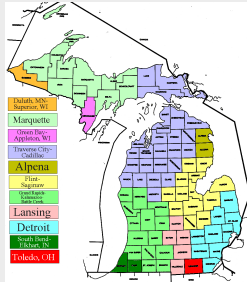
Why do you need to know?

- **Differentiation**
 - Media outlets have brands
 - Reporters have styles
- **Competition for viewers/readers**
 - Outlets/reporters compete with each other
 - Our news competes with all the other news



The map shows Michigan's counties color-coded by media market. The legend on the left lists the following markets from top to bottom: Detroit/Windsor (orange), Flint (green), Marquette (pink), Upper Peninsula (purple), Alpena (yellow), Alpena (green), Lansing (yellow), Detroit (blue), Toledo (red), and Toledo, OH (red). The map also shows major highways and the Great Lakes.

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The news cycle





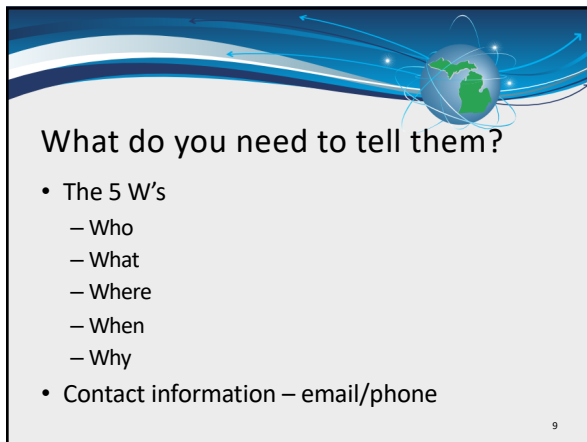
How are stories selected?

- Broadcast (TV/radio)
 - It must be visual
 - Sight
 - Sound
 - Motion
 - Emotion
 - 8 mins in 30-min newscast
 - Avg. length = 41 seconds
 - Time sensitive
 - Sound bytes
- Print
 - It must tell story
 - Sections are focused
 - Local
 - State
 - Business
 - Reporters have beats
 - More time to learn & report
 - Quotations



How do you get your news out?

Icons: Twitter, Facebook, News (balloons), Email, Press Release (newspaper), Phone (communication icon).



What do you need to tell them?

- The 5 W's
 - Who
 - What
 - Where
 - When
 - Why
- Contact information – email/phone



Writing a good press release*

- One page is enough!
- Inverted pyramid
- Boilerplate at the end


Most Newsworthy Info
Who? What? When? Where? Why? How?

Important Details

Other General Info
Background Info

* Bill Adams, Public Relations Society of America, Ask the Professor

10



The PESO Model

AUTHORITY

OPTIMIZED CONTENT
SHAREABLE CONTENT
ENGAGING CONTENT
BODILE AUTHORITYSHIP

PAID MEDIA

FACEBOOK SPONSORED POSTS
SPONSORED TWEETS
TWITTER CARDS
FAN ACQUISITION
LEAD GENERATION
OUTBRAN

INCENTIVE

AFFILIATE
BRAND AMBASSADORS
SPONSORED CONTENT
NATIVE ADVERTISEMENTS

CONTENT

CREATE FROM SKETCHES
EMPLOYEE STORIES
CUSTOMER STORIES
USER-GENERATED CONTENT
BRAND JOURNALISM
WEBINARS, VIDEOS & PODCASTS

EARNED MEDIA

PAID MEDIA

OWNED MEDIA

SHARED MEDIA

PUBLICITY

MEDIA RELATIONS
BLOGGER RELATIONS
INVESTOR RELATIONS
INFLUENCER RELATIONS

INFLUENCER ENGAGEMENT

RESPONSE TO DETRACTORS
DETRACTORS TURNED TO LOYALISTS
LOYALISTS TURNED TO ADVOCATES

PARTNERSHIPS

CUSTOMER CO-OPS
COMMUNITY SERVICE
CO-BRANDING

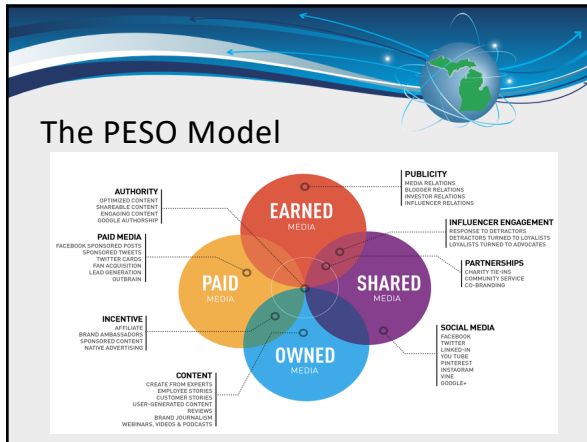
SOCIAL MEDIA

FACEBOOK
TWITTER
LINKEDIN
YOUTUBE
PINTEREST
INSTAGRAM
VINE
ROOLES+



Paid





Earned

News Release

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 517-241-2112

FOR IMMEDIATE RELEASE
 Thursday, Oct. 4, 2018

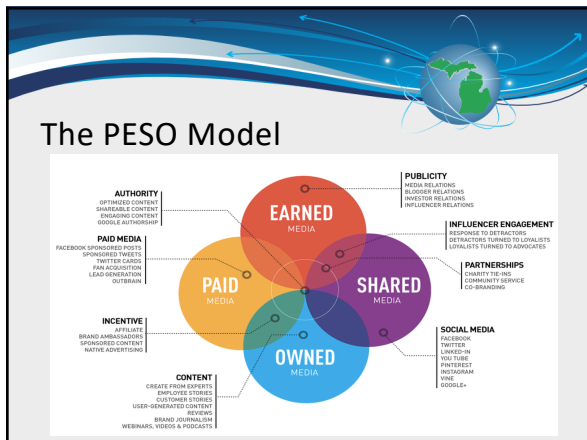
Lt. Gov. Brian Calley: Overdose deaths continue to climb efforts must accelerate to fight epidemic
 2017 opioid-related death data released by MCHHS

LANSING, Mich. — Michigan continues to be among the states nationwide experiencing a dramatic increase in the number of opioid-related overdoses in recent years, Lt. Gov. Brian Calley announced today. Preliminary 2017 data reveals that of the 2,729 overdose deaths in Michigan in 2017, 1,941 were opioid-related.

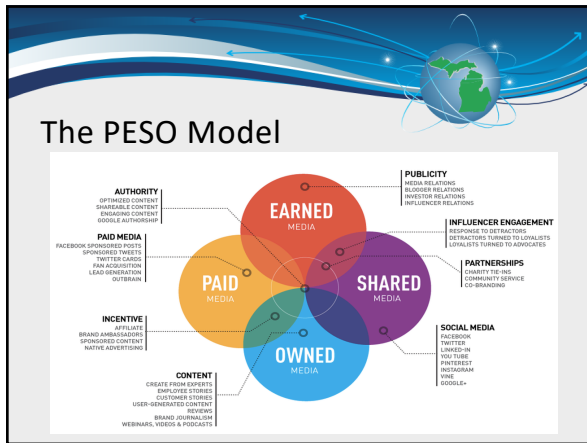
"The opioid epidemic continues to be a national emergency that is impacting every corner of our state and unfortunately overdose deaths have continued to rise," Calley said. "While we have made progress, we must take our efforts to the next level in both preventing addiction and making sure treatment is available for those suffering so that we can have more second chances and fewer fatalities."

Report: Michigan opioid deaths hit new record
 Opioid OD Deaths Hit Record

Michigan Department of Health and Human Services (MDHHS) released this report on October 4, 2018. The report is based on data from the Michigan Department of Health and Human Services (MDHHS) and is for informational purposes only. It is not intended to be used for legal or medical purposes. The report is subject to change and is not a guarantee of accuracy. The report is for informational purposes only. It is not intended to be used for legal or medical purposes. The report is subject to change and is not a guarantee of accuracy. The report is for informational purposes only. It is not intended to be used for legal or medical purposes. The report is subject to change and is not a guarantee of accuracy.












What to publicize?


- Special days/designations/months/weeks
 - National/Michigan Child Abuse Prevention Awareness Month
 - Week of the Young Child
- Events: Pinwheels
- Success Stories






Interview 101

1. Do your homework
2. Develop your message/talking points
3. Practice the interview
4. Speak in Sound Bites
5. Avoid jargon and use everyday language
6. Be the expert
7. Don't answer hypothetical questions and answer the question asked
8. Look professional and watch your body language
9. Never lie to a report or be defensive
10. Remember you are ALWAYS on the record



Bad Interviews

[How Not to Do It](#)






When things go wrong

- Crisis communications
 - Be quick.
 - Be accurate.
 - Show empathy.
 - “No comment” is not a good option.






What do they think about you?*

- “They are the enemy because they are between us and the truth and the public and the truth.”
- They want to manipulate the media and spin and control.

Survey of journalists, “Approaching Ethical Crisis Communication with Accuracy and Sensitivity: Exploring Common Ground and Gaps Between Journalism and Public Relations” – Lucinda Austin and Yin Jan, Ph.Ds, 2015.



How can you change that view?

- Put out information that is more:
 - Complete.
 - Timely.
 - Accurate
- If you put out information quickly, the story will go away sooner.




How you can win*

- The 10 Commandments

1. Be Open and Cooperative
2. Personalize the Organization
3. Develop Media Contacts
4. Take Good Stories to the Media




"Winning With the News Media," Clarence Jones, investigative reporter for TV who also teaches media strategy to corporations.



10 Commandments continued

5. Respond Quickly.
6. Never Say, "No Comment."
7. It's OK to Say, "I Don't Know" (But I'll Find Out).
8. If You Screw Up, Confess and Repent.
9. Use the Big Dump.
10. Prepare, Prepare, Prepare.



Working with Media-An Exercise

The scenario:

- You handle media relations for the local Child Abuse Neglect and Prevent Council.
- A baby is dropped off on a doorstep at night.
- The baby is found the next morning, is taken to the hospital, and passes away.
- What do you do?



Summary

- What is news?
- How do you get your news covered?
- What is the PESO model?
- What are you ALWAYS on during an interview?
- What do you do when things go wrong?

Contact Information

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