

Working with the media

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Why work with the media?

- Educate the public.
- Create awareness for community action.
- Become a source for prevention information.

What stories get covered?

- Important to many
- Interesting
- Impactful
- Timely
- Emotional
- Sensational
- Controversial
- Surprising
- Local
- Involve money
- Trends
- Historic
- Visual
- Thinks headlines and leads



What stories don't get covered?

- Stories they've already covered.
- Events that may be important to you but don't have significant impact on many.
 - Speakers, gatherings, programs.
 - Annual efforts, health weeks, months.

Be proactive

- Detective Work.
- Meteorology (Science + timing + luck).
- Research the angle.
- Forecast the best target audience.
- Forecast the best medium.
- Thinking through the visuals.
- Make the pitch.

Be proactive

- Research reporters and media outlets.
- Develop relationships with reporters.
 - Who are they? Regular people with likes, dislikes, kids, stressful jobs, etc.
 - What is their beat? Health, business, investigative, general assignment.
 - What types of stories do they cover?
- Know who you are talking to is key.

What do reporters want?

- Good relationships.
- Returned phone calls.
- No self-promotion.
- Quotable information.
- People who understand them and how they work.
- Honesty.

Be reactive

- Respond timely.
- Find appropriate experts to speak on requested topics.
- Arrange requested interviews.



Case specific information

- Respect confidentiality.
- Use caution when describing trends.
- Media message should focus on prevention, not specific cases.

Crafting your message

- Develop three key talking points.
- Sound bytes-12 to 15 second statements.
- Eliminate technical jargon.
- Brand your message.

Crafting your message

- Use analogies to help explain.
- Use colorful language.
- Speak with empathy and compassion.
- Provide lists.
- Explain acronyms.
 - CDR—child death review
 - SIDS—sudden infant death syndrome

Crafting your message

- Utilize bridges to steer the reporter back to your key messages.
- Steer clear of negatives.
- Use silence to your advantage.

Delivering your message

- Smile appropriately.
- Look at the reporter—not the camera.
- Don't touch your face or wildly gesture.
- Don't use the reporter's name.
- Assume the camera is rolling.
Nothing is "off the record."



Delivering your message

- Know logistics—when and where.
- Be prepared.
- Clear your desk, and clear the deck.
- Dress appropriately and comfortably.
- Relax you are the expert!



Good Luck!