

Campus Safety CONFERENCE 2019

Making Campuses Safer — TOGETHER

Workshop C: Manage the Media Like a Pro: Customized Training & Practical Exercise

Julie Parker
President/CEO
Julie Parker Communications



CampusSafetyConference.com

Housekeeping

- Cellphones on vibrate or silent
- Access to the presentation
- Q&A Session at end
- Evaluations
- Social Media



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#CSC19

#MakingCampusesSaferTOGETHER

About Me

- Olivia Pope Wannabe
- Transparency-focused
- Social media geek
- Storyteller
- Reporter through & through
- Wine, coffee, carbs
- Girl Mom x 2/Wife/Dog Mom x 2



About this Session

Session Takeaways

- Media Relations Best Practices – learn essential functions for managing the media during times of chaos and calm
- Top 40 Common Reporter Questions
- Confidence in Front of the Cameras – our mock news conferences will help you practice your skills in a safe space with group interaction that allows you to practice public speaking and prep for the real deal

**Get good news out early.
Get bad news out earlier.**



Media Relations: Run it Like a Newsroom

Key concepts:

- Be first, be right.
- Be the reporter for your agency.
- Own your news. It's your story – break it.
- Be proactive, not reactive – it gives you the upper hand
- Create the right media team or select the right person
- Media relations done right is relentless. Critical incidents don't follow banker's hours.

Media Relations: Run it Like a Newsroom

Creating soundbites that'll stick

- Reporters use soundbites that are:
 - Colorful & paint a picture
 - Unique
 - Emotional
 - Powerful
 - Short & to the point (critical for TV & radio)

Media Relations Matters During Times of Calm

- Good media relations doesn't mean you're doing their job for them
- To ensure positive, successful media placement, realize when you help busy reporters, they help you
- Develop and continue to nurture relationships with reporters/videographers/news managers



Upping Your Media Relations Game

- Coffee: cheap, easy, effective
- Host a media breakfast: cheap yet effective opportunity to network and share story ideas
- Have stories on standby: keep a good news story at the ready in case a reporter's story falls through
- Call with future story ideas: they always need content to pitch



Upping Your Media Relations Game

- Give reporters as much advance notice possible for any pitches or developing news
- Have as much of your good news story ready to go for reporters: visuals, interviewees, latest facts



Upping Your Media Relations Game

- Use your social media platforms to promote the story before it runs AND post a link after it runs to help exponentially spread your good news story



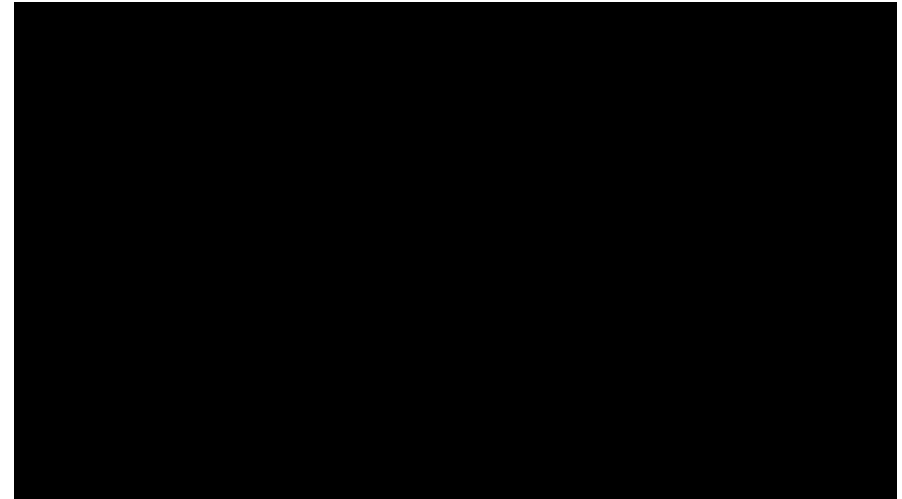
Media Relations Matters During Times of Crisis

- Steer media to your preferred social media platform
- Worry less about staging area, more about the clock
- Don't hide from the obvious
- Set expectations: "Our next news conference is at 1p. Follow @XYZ for continuing updates."



When the Media Turns On You

- Strained relationship with the media can harm you
- Perception of lack of transparency can harm you
- Who winds up “winning” in this video?



Write Like You Speak

- It's not a police report
- Content should be jargon free
- Don't bury the lede
- Attention spans shrinking
- Concise & conversational
- It takes work to communicate effectively but shouldn't take work to understand the communication



Write Like You Speak

- The dog was of average size and brown in color, maybe a German Shepherd mix. It was about six or seven years old. It's possible it has rabies. It bit a four year old boy in the face who was transported to the hospital after he sustained severe injuries to his face. It's on the run. It's very important to find it before it bites someone else and so that it can be tested.
- A young boy is hospitalized after a dog attack and the child's family fears the dog might have rabies. The dog has since disappeared.



#GroupExercise

Take 15 minutes to re-write this headline and release.

“The XYZ Police Department Investigates a Fatal Crash”

The XYZ Police Department investigates a fatal crash. On Wednesday, February 20, 2019, at about 11:22 P.M., the XYZ Police Department responded to 690 East near Thompson Road for a crash. Upon Officers arrival, they found a 51 year old victim, Jorge Jimenez, of Syracuse who had been struck by a vehicle. The victim was transported to Upstate University Hospital where he was later pronounced dead. The XYZ Police Department Traffic Section commenced an investigation. As a result of that investigation so far, it was revealed that the victim was an occupant in a vehicle that had lost control on the highway striking a guard rail.

“The XYZ Police Department Investigates a Fatal Crash”

The occupants then exited the vehicle and proceeded to walk on the highway within close proximity to that vehicle. An oncoming vehicle noticed the disabled car and tried avoiding the vehicle which was in the middle of the road. As a result, the driver, James Boeheim 74, of Fayetteville NY struck the victim who was standing on the side of the road. Both drivers remained on scene and are cooperating with this investigation. Field sobriety and alco-sensor tests for both drivers were negative for any signs of impairment. Reconstruction of the scene will be performed and speeds cannot be determined at this time. No Uniformed Traffic Tickets have been issued at this time.

Inside a TV Newsroom

Morning Editorial Meeting:

- 15-30 reporters, producers, digital specialists, managers attend
- Map out the initial stories to cover; this will change
- Social media traffic now dictates what news gets covered
- Programming affects news decisions (10p show affects 11p lede)
- Managers and producers select the initial newscast rundown; this will also change

Getting Camera Ready

- Be ready – it boosts confidence
- Be early, be ready to stay late
- Be conversational, pretend it's a friend
- Beware – they're not always your friend



Getting Camera Ready

- APPEARANCE: neat, non-distracting clothes, hair, nails, makeup & jewelry
- EYES: look at reporter/videographer, NOT camera, unless doing a “talk-back” to anchors in studio



Getting Camera Ready

- **HANDS:** clasp casually, or hold a portfolio (which could contain notes or stats), ideally off camera. Hanging hands or oddly located hands can feel awkward, and become distracting.



Going off the Record

- Relationship with reporter
- What's your goal?
- Assume it's always ON the record
- We help them, they help us. i.e.
Reporter holds info about a case



Interview Skills – Bridging

- Turn the interview from a negative question to one you want to answer.
- Answer the question if you can. If you can't, say why. Then “bridge” to your talking points and take control of the interview.
- Example: “Yes, but...” OR “You know, I’m not sure about that, however I can tell you that...”



Interview Skills - Bridging

- Q: “Why is your homicide rate so high in this city?”
- A: “Gun violence in this city is due to a combination of the joblessness rate, the lack of alternate after-school curricular activities and a true mental health crisis that isn’t being addressed. We departments work to prevent crime, but can’t be all things to all people and be everywhere at all times.”



#GroupExercise

Take 10 minutes to determine how to answer the following question. Prepare a response to share with the group.

#GroupExercise

Reporter: “What’ll your campus PD do about the high number of armed assaults on campus after the 9th this year happened today?”

#GroupExercise

Choose a reporter, choose a spokesperson. Work as a team to determine your answer. Take 10 minutes.

After the Interview Ends

- **HOT MIC!** Until the microphone is off and away, assume it's on.
- **CAMERA'S STILL ROLLING!** Until the camera is off and away, assume it's on.
- **STAY PUT!** Until the reporter says you're good to. The reporter might want a "two-shot" or need b-roll for editing.



social media

explained with coffee



i am drinking
#coffee



i like coffee!



here is a vintage
photograph of
my coffee



browse my
collection of
coffee recipes



my coffee-drinking
skills have been
endorsed



here is recorded
video of me
drinking coffee



here is live
streaming video of me
drinking coffee



this coffee will
self-destruct in
10 seconds



Social Media & Media Relations are Intertwined

- Social media must be a part of your media relations strategy
- Without it, you're vulnerable
- Media/community-managing tool
- Training, interacting with those who do it properly & successfully a must



#LUNCHBREAK

Mock News Conferences

RULES OF ENGAGEMENT:

- Count off by 1s, 2s, etc. into groups
- Total prep time:
- Non-presenters silently assemble as media crowd
- Stay in character
- Group critique to follow



#BREAK

Mock News Conferences

GROUP CRITIQUE:

- Successes
- Challenges
- Nervous? Why?
- Comfortable? Why?
- Always prep, always review



#QUESTIONS

Reminders

- Access to the presentation
- Evaluations
- Social Media

Contact Info

Julie Parker

President/CEO, Julie Parker Communications

301-455-9209

info@julieparkercommunications.com

www.julieparkercommunications.com



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