

University of Alaska – Media Relations

Presented by Thompson & Co. PR

Business

The image features a collage of financial documents. At the top, a currency exchange table lists various currencies and their values. Below it, a table titled 'ADRS, GDRS AND FOREIGN-TRADED STOCK' shows columns for 'SHARES PER ADR', 'CLOSE', 'CHANGE, %', and 'VOLUME'. At the bottom, a line graph shows a fluctuating trend with a peak labeled '52,16' and a date '09.03'.

Currency	Value
Danish krone	10
Euro	10
Indian rupee	100
Japanese yen	100
Swedish krona	10
Swiss franc	10
U.K. pound	10
U.S. dollar	1.00
Ukrainian hryvna	10

ADRS, GDRS AND FOREIGN-TRADED STOCK	SHARES PER ADR	CLOSE	CHANGE, %	VOLUME*
				652,022

52,16
09.03

Help Economy



Introductions

- Jennifer Thompson, President/CEO
- Ally Day, Senior Account Manager



Agenda

- Introductions
- The media playing field
- Good PR starts at home
- The media is on the line, now what?
- Preparing for the interview
- Interview techniques
- Questions and takeaways
- Media panel

Business

The Playing Field: It has changed

The pace of breaking news is faster than ever

TRADITIONAL MEDIA

- 24-hour news cycle
- Newspapers
- Radio
- TV



WEB 2.0

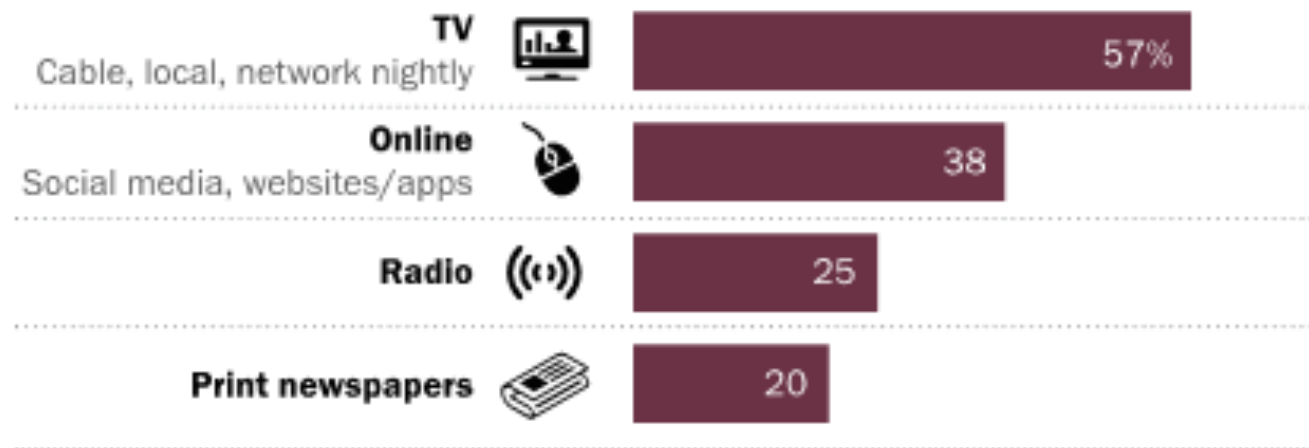
- Hourly news cycle
- Twitter
- Facebook
- YouTube



Business

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

Business

Key annual economic trends 2015 vs. 2014



Newspaper

↓ **8%**

ad revenues declined year over year



Cable TV

↑ **10%**

for a total of \$4B for Fox News, CNN, and MSNBC combined



Network TV

↑ **6%**

ad revenue for evening news programs

↑ **14%**

ad revenue for morning news programs



Local TV

↓ **7%**

on-air ad revenue declined to \$18.6B from 2014 election year

↑ **4%**

on-air ad revenue grew from last presidential primary year of 2011



Digital Ad Revenue

↑ **20%**

grew to \$59.6 B

Business

24.44	1,170.0000	N/A	12.0300	10	27.43	0.92	Swiss franc
0.31	N/A	207.0000	0.6640	10	49.21	1.76	U.K. pound
122.52	156.9900	49.8000	0.1390	100	59.28	1.31	U.S. dollar
38.60	4.9100		0.1090	100	44.16	1.98	Ukrainian hryvna
	2.8000			100	66.55	1.00	
	2.2470				33.50		

ADRS, GDRS AND FOREIGN-TRADED STOCK

ADRS	GDRS	AND FOREIGN-TRADED STOCK	CLOSE	CHANGE, %	VOLUME
					452.02

Help Economy

Social Media Statistics



1.65B
monthly active



310M
monthly active



433M
registered members

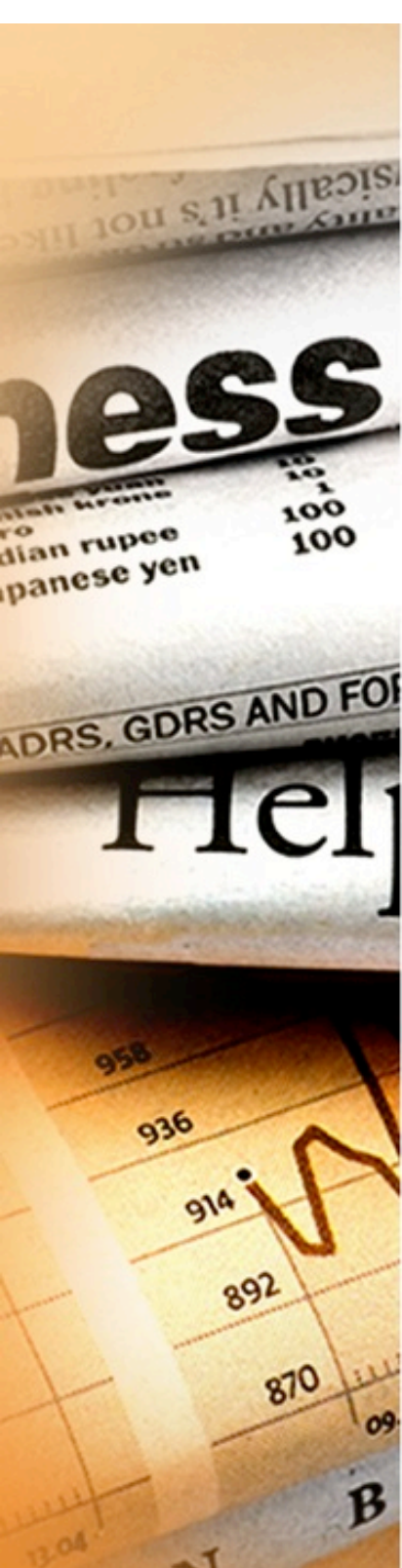


400M
monthly active



100M
daily active

UPDATED MAY 6, 2016



Why work with the media?

Good PR starts at home

- Telling stories is one of the oldest ways humans interact with one another
- Constructive relationships pay off
- Establish good will
- You need community support
- Transparency fosters confidence
- If we don't, someone else will
- You are the official source of your news

Business

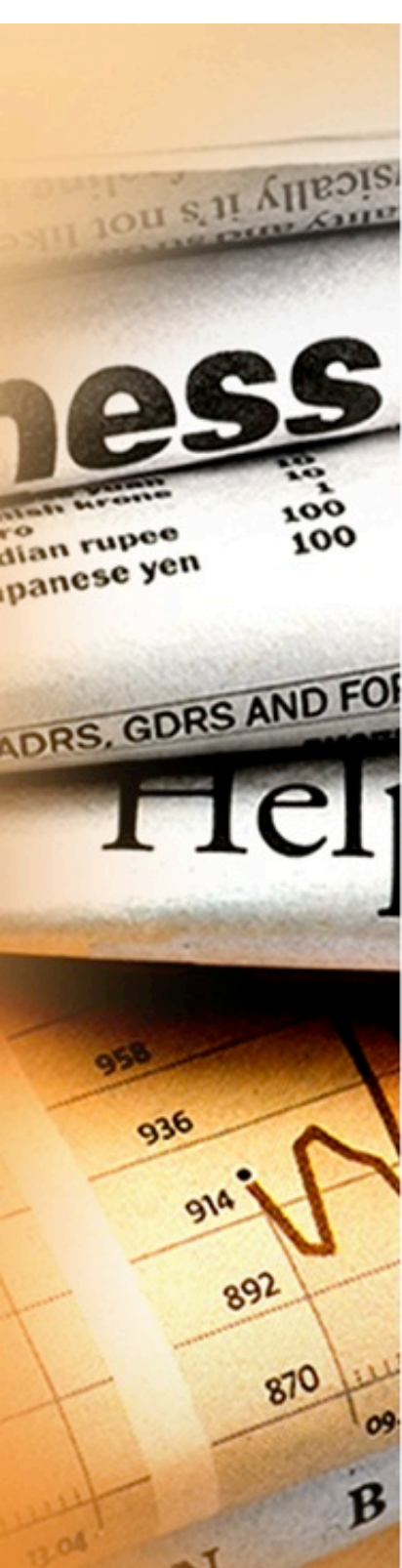
➤ Response is crucial ◀

- Organizations MUST be prepared to respond with immediacy and authenticity
- 24-hour news cycle has morphed into nearly hourly cycles of perception and information
- Perception IS reality



Where reporters get stories

- News tips from sources/ contacts
- Assignments from editors
- Press releases
- Ongoing research on an industry/organization
- Police scanner
- Personal observances/ interests
- Leaked tips or information
- Public documents/ records
- Employees
- Competitors
- Internet/blogs/social media
- National stories with local angles
- Speeches



The media is on the line. Now what?

- Expect a call or email (formal to informal)
- They should be able to provide a brief summary of story, needs and deadline
- Understand reporter speak:
 - Live vs. taped
 - B-roll
 - Freelance
 - For background
 - For attribution, not for attribution
 - Off the record
 - On the record
 - Phoner
 - Sound bite
 - Kicker story

Remember, in an interview, whatever you say can be used in a story.



Build media relationships

- Be available
- Know your subject
- Be reasonable
- Understand and respect deadlines
- Understand each medium and its specific needs

Understand the newsroom

- Deadline driven
- Fast paced
- Diverse stories
- Subject to change

Preparing for the interview

Your rights as a news source:

- The right to determine the time and place
- To determine the length of the interview
- To ask in advance for the topics to be covered, but not the specific questions, to prepare for the interview
- To set your own pace when answering the questions
- To change your mind from an earlier position or statement and to offer explanation as to why
- To use your own recorder or to take notes
- To ask the reporter if the interview is on the record or for background purposes only
- To help educate the reporter if the questions reveal little or no understanding of the situation
- To restructure the question, to correct false or misleading statements, or to suggest other aspects that may have been overlooked
- To express concern to the reporter or managing editor if you feel you've been treated unfairly



Business

QUICK TIPS FOR INTERVIEWS

TV



- Sitting or standing- either way, be comfortable
- Be aware of your surroundings; think visual
- Bring a friend
- Don't fidget
- If you mess up, start over - it's okay!

CONSIDER SOCIAL MEDIA



RADIO

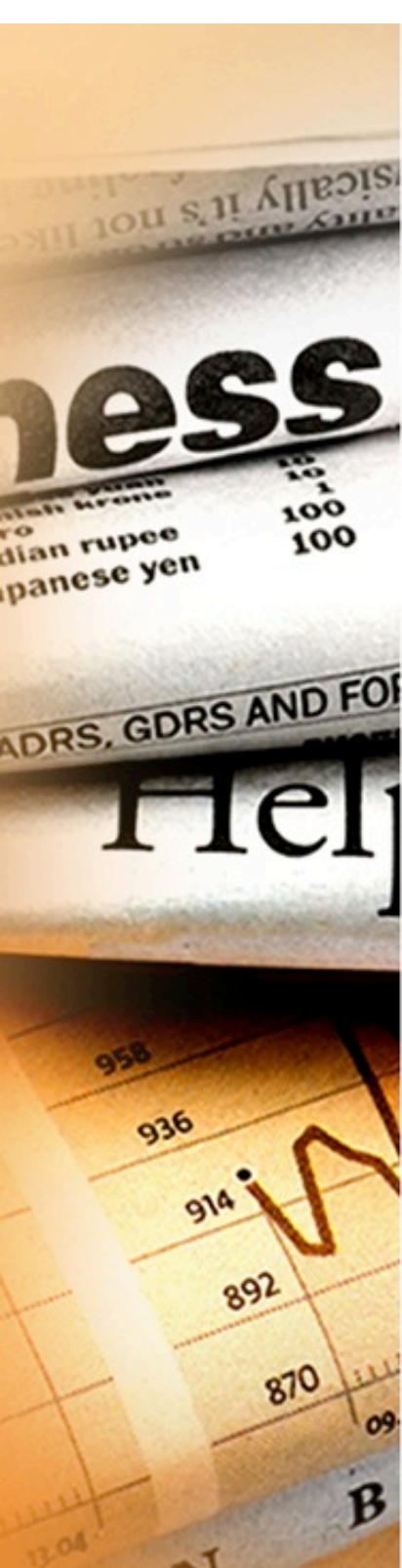


- Know if you're live
- Think about verbal vs. nonverbal communication
- More than ever, try to minimize unnecessary noises

PRINT



- Phoners are fine
- It may feel more casual than you expect
- Don't expect to see a draft



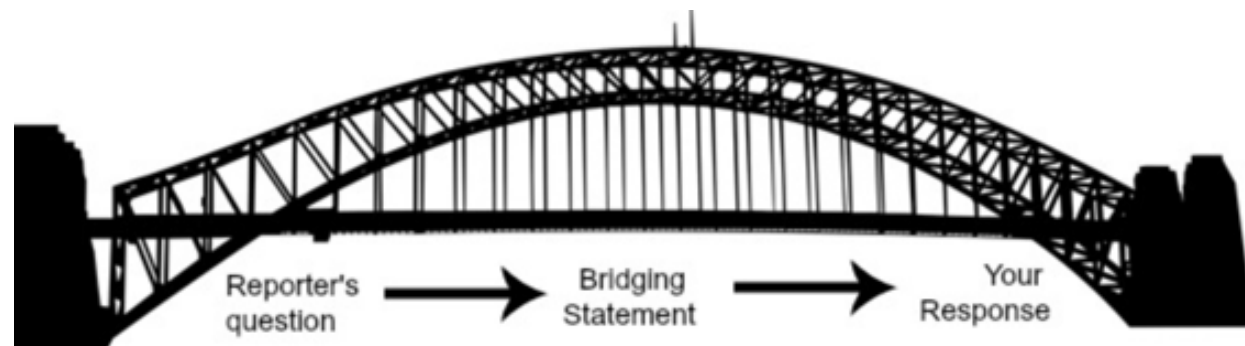
Bridging

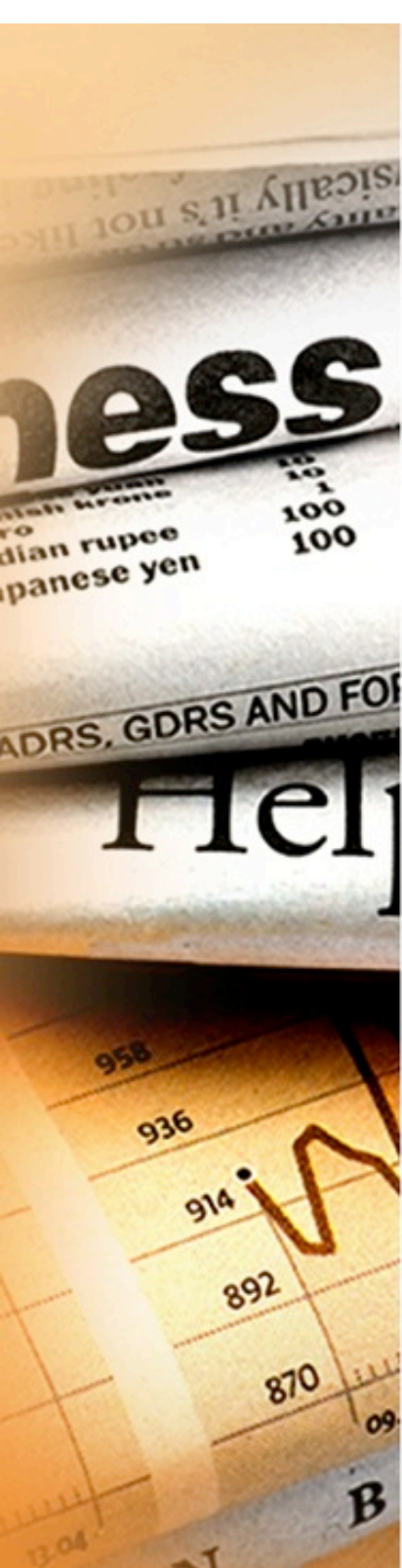
How do you get your/UA's message across if the reporter is not asking the right questions? **The answer is bridging.**

- Taking control and directing an interview
- Delivering your key messages
- Conversational/natural
- Not answering hostile questions
- Not allowing the reporter to put words in your mouth

How to bridge

1. Know your key messages
 - Your primary goal should be to deliver your key messages
2. Prepare for tough questions
 - Write out a list of tough questions and prepare answers to each
3. Know your bridging phrases
 - This phrase is used to transition between the reporters question and your key message
4. Answer the question, bridge to your key message
 - Now rather than avoiding the question, answer it and use a bridging phrase to deliver your key message

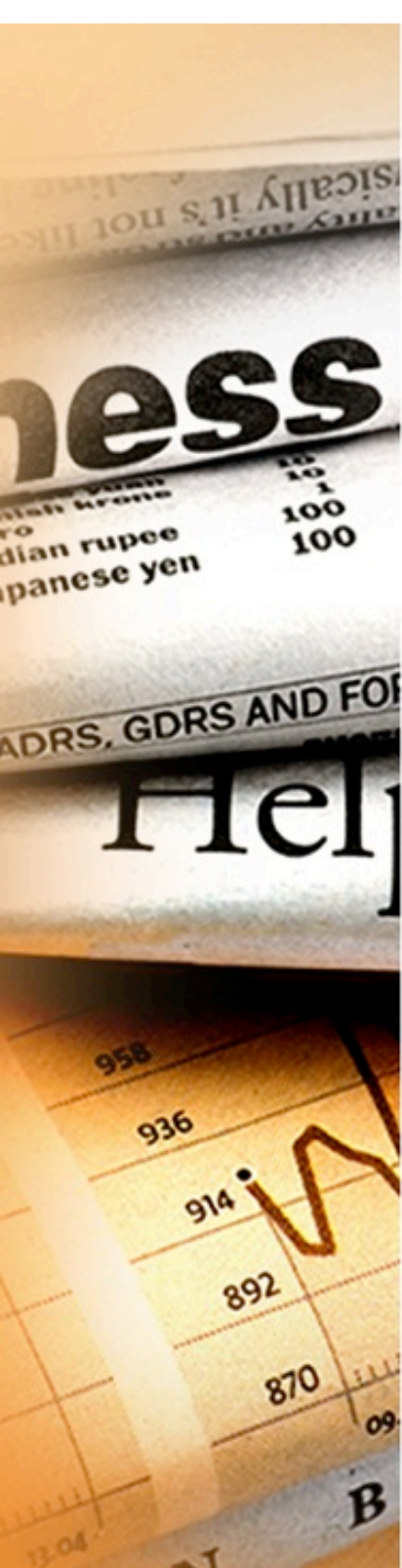




Answering the question

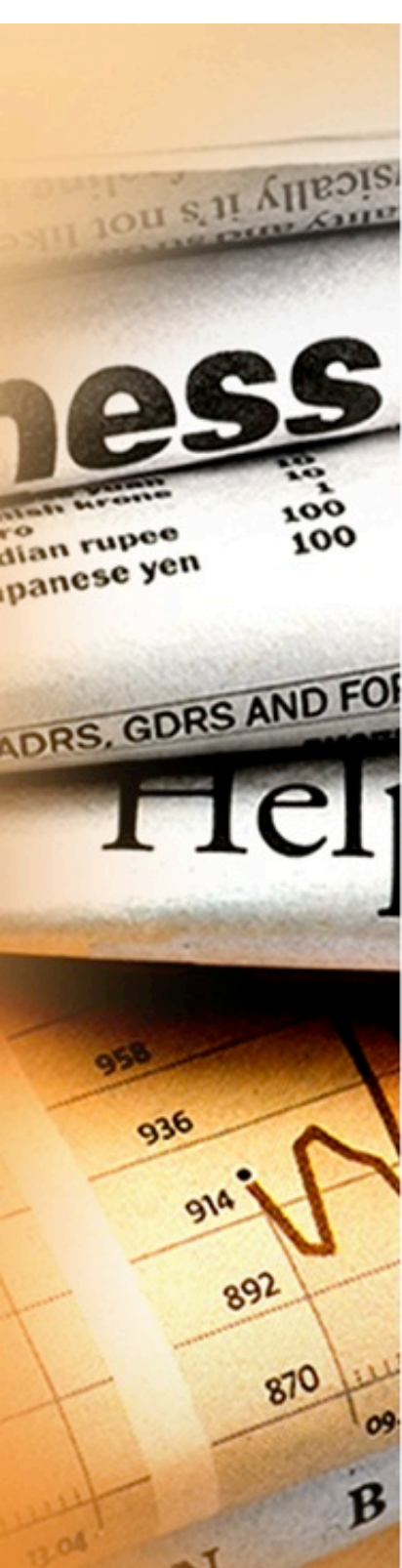
The first step is to answer the question – or explain why you can't – before moving on to one of your key messages.





Key Bridging Phrases

- “And what’s most important to know is...”
- “However, the real issue here is...”
- “And what’s most important to remember is...”
- “With this in mind, if we look at the bigger picture...”
- “If we look at the big picture...”
- “Let me put all this in perspective by saying...”
- “What all this information tells me is...”
- “Before we continue, let me take a step back and repeat that...”
- “Before we continue, let me emphasize that...”
- “The heart of the matter is...”
- “What matters most in this situation is...”
- “And as I said before...”
- “And if we take a closer look, we would see...”
- “Let me just add to this that...”
- “I think it would be more correct to say...”



What do I say?

- Factual information
- Information that doesn't change
- Be honest
- Be confident
- Be real
- Be succinct
- Give your response context by rephrasing the question
- Provide a statistic
- Provide a relatable example that supports your opinion
- You may want to again provide context

PERCEPTION IS REALITY



What do I avoid?

- Asking the reporter to kill the story
- Being evasive
- Warping the facts
- Relying on “off the record”
- Being windy
- Playing favorites
- Complaining about minor errors
- Complaining that your story isn’t used
- Wasting the reporters time
- Attacking other organizations, people or competitors
- Saying no comment



Wait, there is more to avoid:

- Attempting to cover up a mistake or mislead the media
- Speculation, hypothesizing or agreeing with a reporter who does
- Commenting on what others have said – particularly if you've not heard or seen it
- Verifying something that might not be true
- Considering the interview to be a conversation
- Placing blame on anyone
- Waving your hands, bobbing or weaving
- Answering with just a yes or no
- Forgetting that the interview isn't over until the reporter leaves
- Asking to see the story before it runs

Business

Video links

- The front fell off:
https://www.youtube.com/watch?v=3m5qxZm_JqM&t=3s
- Sarah Palin turkey pardon:
<https://www.youtube.com/watch?v=7HEFmFOISaQ>
- KTVA - State lawmakers call primary election illegal:
<http://www.ktva.com/state-lawmakers-call-primary-election-illegal-827/>

Business

Symbol	Price	Change	Volume
Danish krone	10		
Euro	100		
Indian rupee	100		
Japanese yen	100		
Swiss franc	1.76		
U.K. pound	1.31		
U.S. dollar	1.98		
Ukrainian hryvna	1.00		

Symbol	Price	Change	Volume
ADR	12.0300		
GDR	0.6640		
Foreign-Traded Stock	0.1390		

Thank you!

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