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Understanding The Media

Presented by:
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"The Media"



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Media Conspiracy



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News.



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No axe to grind

- 89% of journalists have at least a bachelor's degree
- Nearly all content is reviewed by at least one other person before being broadcast or published
- Most newspapers have multiple levels of editing



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Ever felt like this?



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Understanding the Media



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Understanding the Media

- Why the media does what it does
- How to build relationships with reporters
- Managing your story



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Why do they do that?

- What do they want?
- How do they need it?
- When?



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What do they want?

- What is happening?
- Why did that happen?
- What happens next?
- What is your opinion on what is happening and will happen next?



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Be careful out there



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'I already said that'

- Variety.
- Authenticity.
- Clarity.
- Quality.

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Variety

- Different than competitors.
- Succinct quote.
- TIP: You should always...
 - > Think about what you want to say before the interview starts
 - > Write out your answer if that helps you (but don't read it on camera)
 - > Anticipate how your answer might lead to another question
 - > Ask them to repeat the question if you don't understand or want more time
 - > Teach yourself to be patient and relax

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Authenticity

- The formula for authenticity:
 - You + Them + Microphone Flag = Authenticity



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Clarity.

- Reporters want to get it right. Asking you more questions leads to clarity.
- Asking the same question multiple ways allows for better understanding (not usually a trap).
- TIP: When preparing your answers...
 - Write out your response
 - Read it aloud to yourself
 - Decline on-camera interview if you're uncomfortable



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Quality.

- If a reporter has information that isn't in a suitable condition, they will often ask for a one-on-one interview.
- General rule:
 - TV: Must have great audio.
 - Radio: Must have great audio.
 - Print: Can live with anything as long as they understand the words.



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OLD NEWS  NEWS



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Terminology

- Terms of Engagement
- “On the record”
- “Off the record”
- “Not for attribution”
- “On background”

From NYU Journalism Handbook



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“On the record”

- “On the record” means anything the source says can be reported, published, or aired. All conversations are assumed to be on the record unless the source expressly requests — and the reporter explicitly agrees — to go off the record beforehand.
- Be warned: You can’t say something to a reporter and then claim it was “off the record.” That’s too late.

From NYU Journalism Handbook



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“Off the record”

- “Off the record” restricts the reporter from using the information the source is about to deliver. The information is offered to explain or further a reporter’s understanding of a particular issue or event.
- Some people stipulate that “off the record” discussions cannot be used in **ANY** way.
- Some agree it can be used **IF** the reporter can confirm the information with another source who doesn’t insist on speaking off the record. However, the reporter cannot inform anyone else that you provided the initial information.

From NYU Journalism Handbook



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“Not for attribution”

- “Not for attribution” means that a reporter agrees not to identify a source by name. Identification is provided only by reference to the source’s job or position. That identification must be agreed upon by the reporter and the source, and is almost always given in a way that prevents readers from discovering the source’s specific identity.

From NYU Journalism Handbook



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“On background”

- “On background” is a kind of limited license to print what the source gives you without using the source’s name. Most veteran reporters will not use “on background” information until they can verify it with other sources. People try to go “on background” when their information is very sensitive.
- “On background” means the source’s name does not appear in the story. In effect it confers anonymity on the source, but allows a reporter to work with the information the source has provided.

From NYU Journalism Handbook



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Relationship building

- Be prepared
 - Think about questions & answers in advance
 - If you need data points, get them
 - If you have evidence that supports your position, provide it
 - Prepare documents that are likely to be requested (why make things more difficult than they need to be?)
 - Before you go on camera, ask the reporter what he/she wants to talk about so you can provide informed answers
 - Talk to the reporter when you've got no agenda. It'll help when you do



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What not to do....



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Managing your story

- Print is most-dominant medium
 - Newspaper reporters far outnumber TV or radio
 - Newspapers start the news cycle
 - TV & radio base their news planning on what's in print and online
 - Most calls I receive from TV & radio (not related to press release) refer to stories by newspaper journalists



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Two closing thoughts:

- If you don't tell your story, or your side of it, no one will.
- If you don't share the good news you have, no one will find it. But the bad news will be told.



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Questions?



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The seal of the Auditor of State of Ohio is circular with a blue border containing the text "THE SEAL OF THE AUDITOR OF STATE OF OHIO". The center features a landscape with a sun rising over a field and a river.

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