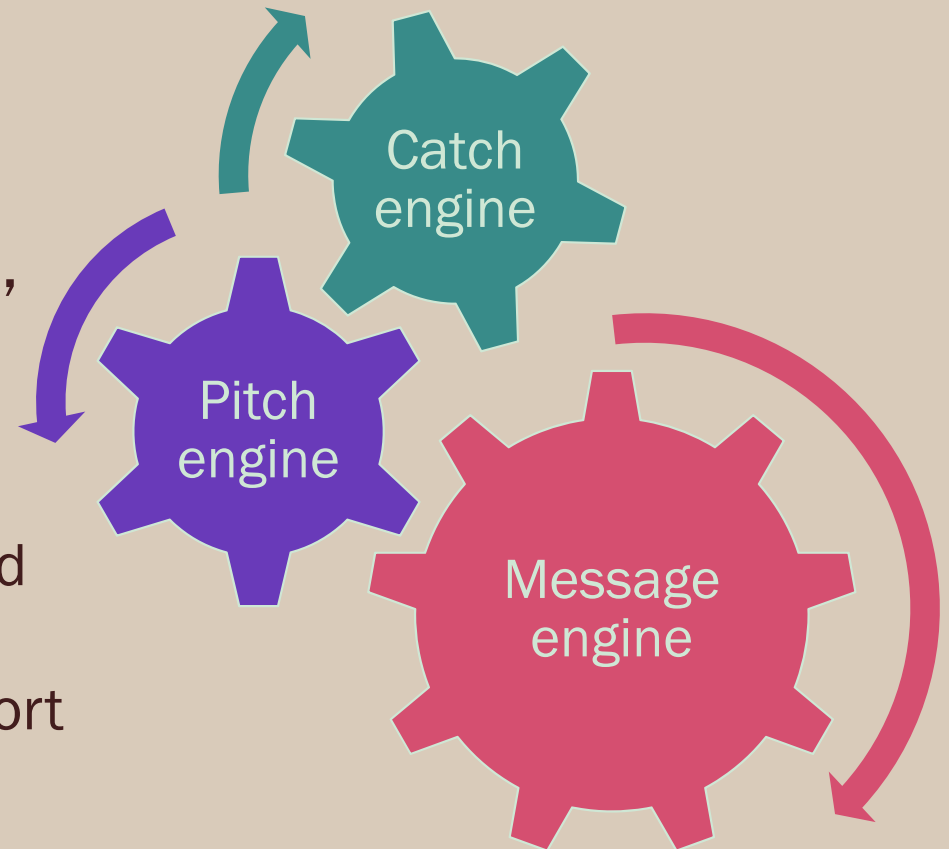


Amplify

How to Craft Your Message and Talk to the Media

Objectives

- By the end of this workshop, we will understand better ways to:
 - Develop strategic messages and content for the press and general public
 - Build relationships and rapport with journalists
 - Successfully complete broadcast or print interviews





Account

Opinion

To Hold Police Accountable, Ax the Arbitrators

Communities should have the power to fire abusive officers.
But that power often rests with an obscure group of
unelected labor arbitrators.



What is your message: KNOW, FEEL, DO framework



KNOW

What



FEEL

Why



DO

How

How to Prepare Your Pitch

Use these questions to prep your email or direct conversation with a journalist

KNOW Content

Give them the 4 Corners:

WHAT is happening that is so important/significant _____

WHERE is this happening _____

WHO is affected most _____

WHEN _____

FEEL Delivery

Talk about the readers' emotions, not your own

Be prepared to engage them: visual, auditory, tactile

DO Context

Provide a frame for your story

Be ready to remove barriers, point to clear, well-lit paths; ask and answer “what’s next”

What Do You Have to Offer

Use a SWOT to prepare to answer questions about your relevancy and effectiveness

Strengths (internal)

- Best messages
- Best spokespeople/activists
- Most popular channels

Weaknesses (internal)

- Outdated channels/tech
- Poor strategy/no personality

Opportunities (external)

- Trends (news and pop culture)
- Allies/useful new tech

Threats (external)

- More persuasive opposition (employer, union, political climate)

Map Your Strategic Moves

Strength

- Best messages
- Best spokespeople/activists
- Most popular channels

Weakness

- Bad news/info viewed negatively
- Outdated channels/tech
- Poor strategy/no personality

Opportunity

- Trends (news and pop culture)
- Allies/useful new tech

Threat

- More persuasive opposition (employer, union, political climate)

Immediate

Immediate: Use strength to quickly maximize opportunity

Challenge

Challenge: Seize opportunity despite a major weakness

Plan

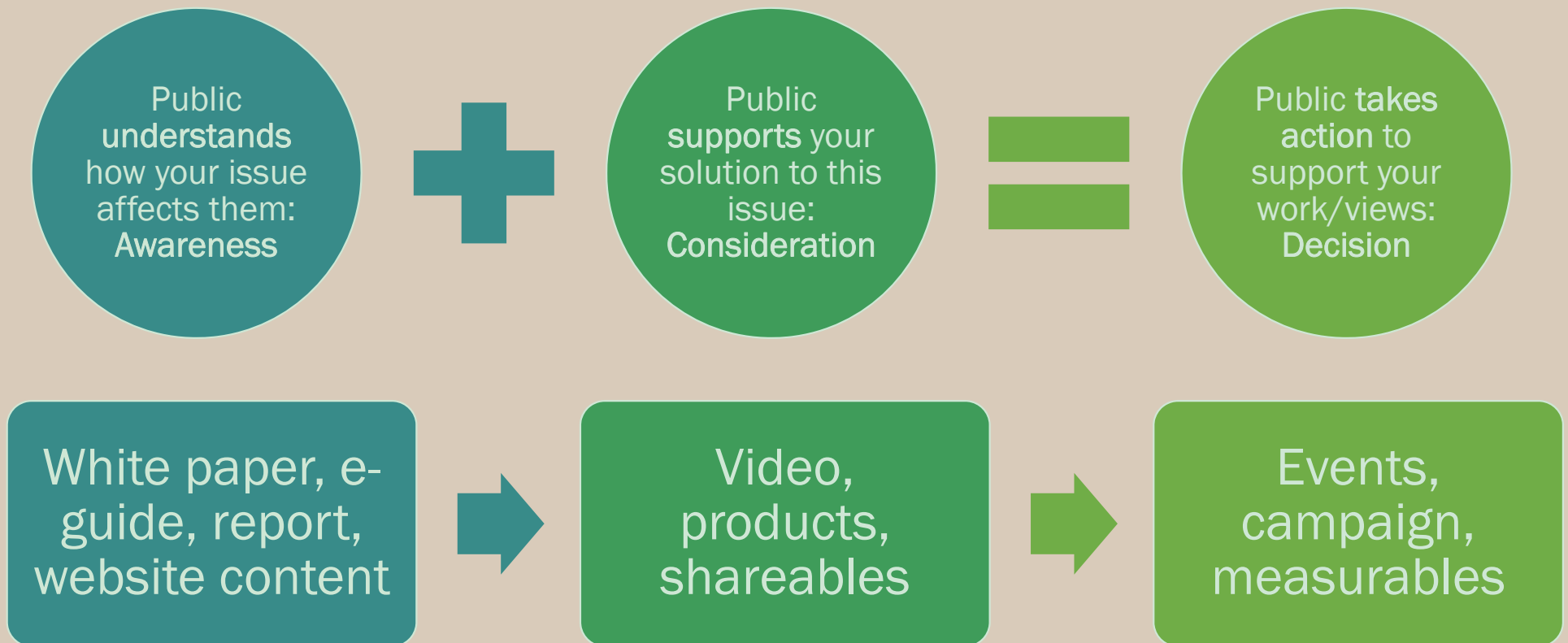
Fight a major threat with a major strength

Kibosh

Kibosh: Fighting a major threat with a major weakness

Why do you want to talk to the media?

Strategic goals



Who are you talking to? Audience analysis



Users: people with the problems and pain points that you describe



Influencers: people who your users follow or listen to



Decision-makers: people with power to solve the problems

What's the bad and the good news? Filling gaps

Owned data
Surprising trends
Demographic insights
Digestible, high-level ideas, relevant

Created data
Any data that you generate for a specific purpose

Researched data
Any data that you discover or aggregate from other sources.
Always go for the why behind the data.

- In-depth report or whitepaper
- Blogs
- Infographics, Videos
- Host a webinar
- Create reference sources

- Survey to test a hypothesis
- Collect stories from your clients

- Use government or agency data to provide a real story that makes the data tangible
- Create an infographic that makes the data relatable
- Take multiple sources and then present expert insight on all the information that you found

Confessions of a Former Reporter



- You don't have to answer but I have to ask
- This is a job, and a mission
- I don't know what I don't know
- You are not a beggar and I am not a servant

Tips for Building Press Relationships

Empathy/Proximity: Read their stories, follow social media, respect choices and deadlines

Rapport: Offer info, expertise without strings

Influence: Ok to frame issue; provide research, sources, multimedia

Pitching: Staying On Message Is Easy As ABC

Answer

Bridge

Close

ABC

No comment, no kidding, no thank you: Can't and won't are not the same thing

Fill the gap; Point your feet/car in the direction you want to go

Boss Baby: Cookies are for closers; Tell people what you want, get them to the next level

Pitching: How to Amplify

Event

Idea

Action

Getting
into the
news
cycle

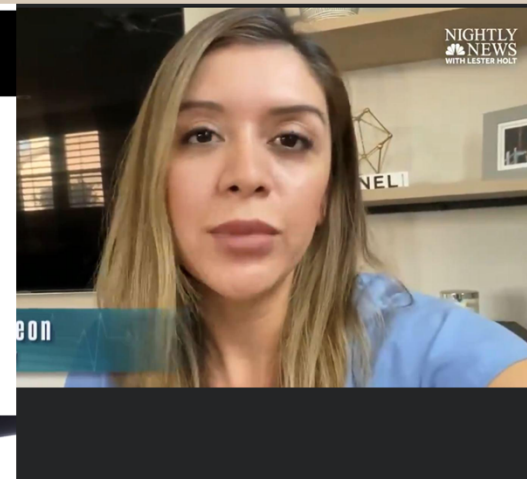
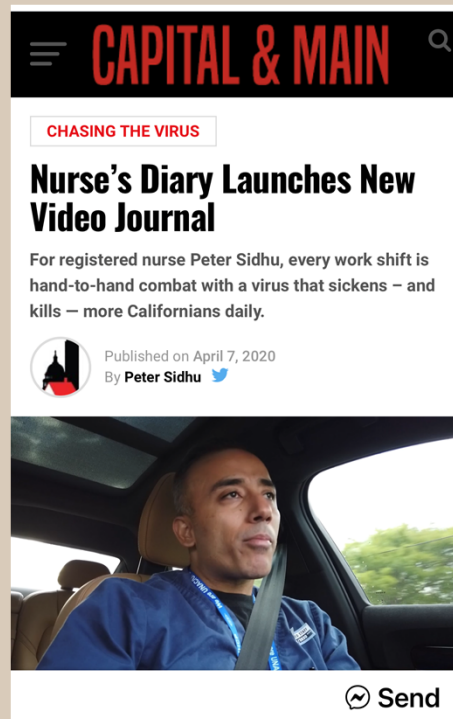
Tie into larger story

Local angle: Pitch to
readers, not reporters

Honey “Didjas”
What’s New, What’s Odd.
What’s Bold

Lights, Camera, Phone, Action: Broadcast interviews

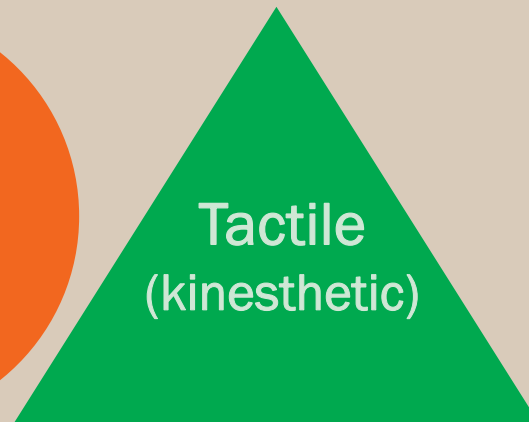
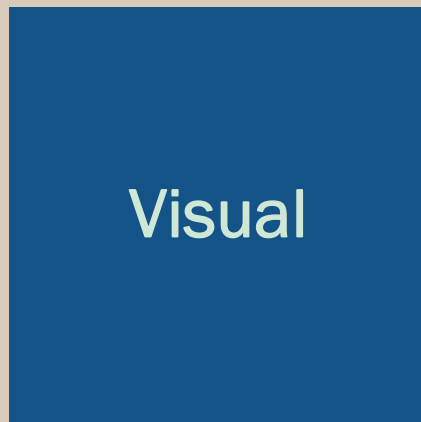
- More than words: Voice, face, and body
- Know where to look, sit/stand
- Get your close down to 25 seconds
- Stop/pause after each complete thought
- Energy, Passion, Focus



Never Really Off the Record: Print Interviews

- Use your pitch notes (Know, Feel, Do)
- Talk to readers/viewers, not reporters (explain, give definitions, give sources)
- Put real people in your stories (if I don't **feel** anything, I won't **do** anything)
- **Off the record:** The information cannot be used for publication. (How much time is a reporter going to spend on this?)
- **Background:** The information can be published but only under conditions negotiated with the source (anonymous source/Deep Throat).
- **Deep background:** The information can be used but without attribution. The source does not want to be identified in any way, even on condition of anonymity.

The Charisma Pattern: Media Events



Is there opportunity for my event/class/rally to have:

- ☐ visual/vivid images? _____
data that can be visualized _____
- ☐ sound or auditory components? _____
personal stories? _____
- ☐ kinesthetic activity
someone could physically join?

Questions (and Answers)