Engaging with the Media
Your Presenters

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Do you have Adobe Clip downloaded?
Designated Market Area (DMA) determines large or small market.

• The DMA for television is ranked according to number of TV households.

• You can generally guess if you’re large or small market based on your proximity to a metro area.

• You might be included in a large DMA but are not close to a metro area.
Story ideas compete against each other every day.

• In larger markets, there is often a greater volume of content to consider.

• Compelling stories with personalization often win out because they grab more viewers.

• News is fluid – a reporter can work all day on a story only to have it cancelled at the last minute for breaking news.
Engaging Large Markets: Tip #1

Work with your communication colleagues to understand the media landscape.

- Your county public information officer or communication specialist can be a valuable resource.

- A quick conversation about their experience engaging the media can give you great insight.

- They might provide a better connection to distribute your information because they have built a relationship with media outlets.
Engaging Large Markets: Tip #2

Think about your end game and pitch the story accordingly.

• What kind of coverage do you want?
• Who would be the audience for this information?
• What time show would this audience watch?
• Is there a particular station or reporter who has a health beat?
Have visual elements ready and available.

• Newsrooms have more than just “one mouth to feed.”

• They’ll need content for your story on-air, on the website, and posted to their social media sites.

• Provide them with quality visual elements because it helps sell your story.
Engaging Large Markets: Tip #3

BE VISUAL
Engaging Large Markets: Tip #3B

July 10, 2017 10:12 AM

The Dakota County Sheriff's Department is warning motorists to use caution while driving, especially when it comes to being on the lookout for deer.

The department tweeted out a photo of a deer that had gone through the windshield of a car - an incident it said happened over the past couple of weeks.

In the photo, the body of the deer has gone completely through the windshield of the car and is hanging upside down over the passenger seat.
Always have a story ready.

- Evergreen stories can be reported at pretty much any time.
- Find a way to regionalize/localize a national headline.
- Know how you’ll work in the SHIP messaging and practice!
Next up: Julie Bartkey
My combined newsroom and PR agency experience gives me an inside understanding of what newsroom decision makers are looking for.

People think a press release is the way to do it, but often times it’s simply a matter of writing a compelling pitch and reaching out to the right contacts.
Your Mission:
What do you hope to gain?

My objective:
To provide you an option(s) that is (are) simple and efficient ways to promote your event or activity.

Your Exercise:
Take a minute.
Think of something you think would make a good story- do envision print or broadcast (or both?)
To promote to broadcast, ask yourself:
- Is it visual or can it translate to radio? (ie- kids marching and chanting, a Walk! Bike! Fun! event?)
- Who will talk to the media?
- What makes this an interesting story? (very important to identify)
What is the best vehicle for broadcast:

MEDIA ALERTS/ADVISORY (used interchangeably)
- Rather than news releases for events and is as effective for print as for TV.
- It’s a great one-page synopsis with all of the details and minus the quotes.

PITCH
- Works just as well as a release.
- A well crafted pitch with bulleted information, including any visual assets, is just as effective in generating a story. This is FOR SURE the case with broadcast.
Elements of a Media Alert/Advisory

Short, sweet and informative. That’s what broadcasters want in their media advisories.

- First paragraph- a short, descriptive summary
  - What will the reporter see, cover and/or obtain
  - Why is it worth their time to show up

- Bullets
  - Who
  - What
  - Where
  - When

- Contact person’s name, email and/or cell
  - Do you prefer texts? Calls? Let the reporter know.
Hi Bess,

How have you been?? I saw the segment on Valentine’s Day decorating during WCCO’s Morning Show last week. It was great – very pretty and creative. I have a segment idea that is just as visual and I can see Jason and Kim having a lot of fun with it. Have a minute?

Sarah Olson, interior designer and owner of a very cool shop - Merriment - just held a Spring Fashion and Design Affair. So many unique items were presented - including the coolest, most unique table setting for Easter (can be made non-religious) that makes a great visual segment.

Would you be interested in Sarah bringing in the must-have items for a spring table setting and doing a fun, energetic demo? She’s great and I think your viewers will find it stunning.

Please let me know if I can help set this up. I will circle back in a couple of days via email, as you have requested.

Thanks again,

Julie Bartkey

Xxx-xx-xxxx
After Advisory is Released

• Prepare key messages/talking points

• Practice delivering key messages
  • Have someone critique
  • Be authoritative yet relatable
  • If you don’t know the answer to something, a simple “I will get that information to you” will suffice
  • Remember, you control the message
You’ve secured coverage and crafted key messages.

Next, think about HOW you hope it will look.

- Be aware of your environment:

  ***Is this a bad Match photo or an even worse interview shot?
Notes:

• Great lighting
  • Quality equipment reduces back lit
  • Natural, but not distracting, backdrop

• Interview not too tight
  • Left room for graphics
  • Works for wide and regular screen
Find out assignments editors names, then ask for specific show producer names and email contacts. Phone and voice mail is the least effective. Newsrooms are short staffed and most don't have the time to speak with you. In your case, the exception might be breaking health news or something like that.

- Pat Evans, KARE 11

I rarely call anymore unless I think it's really a great fit for that particular reporter. I typically email my follow ups but might even just say something quick on the second email like: "Any interest in the story below about...."

Then they can scroll down and read your original pitch and if they're interested. They'll reach out. That has worked many times for me.

- Erin Mathe, Mathe Communications
Industry Insights: A Few Tips

NO EMAIL ATTACHMENT press releases. Put the Who, when, where, why, how all in the body of the email, not an attachment that creates one more step that we might not be able to open. Give at least 24 hours notice as much as possible.
- Mary Lahammer, TPT

For broadcasters, there should be a visual element to the story. The person writing the press release should be able to communicate what those visuals might be.
- Joel Lundstad, former News Director
Tell me why it's news, give me an expert, then give me a way to humanize the story and explain to my listeners why it matters to them or why they should care.

- Jordana Green, WCCO Radio

Some newsrooms have a "NO PRESS RELEASE" policy in place making it tougher for some groups to get their message out through traditional mediums. That is why the first line of an advisory is crucial.

- Joel Lundstad, former News Director

Make sure you mention that the speakers are available for one-on-one interviews before or after it starts. If there are opportunities for a photographer to shoot video that goes with that conference or research, please mention that in the press release. I've seen the words “great visual” put in press releases, and it often works on the gatekeepers in TV newsrooms.

- John Croman, KARE 11
Best way to get a news release deleted >> too many words. Get our attention with good headline, and explain the subject one or two paragraphs. Then be available when we want to set up an interview.

As far as best way to kill a contact – please see above response 😊
- Chris Egert, KSTP Anchor

I’ve had people who send out a release. We would follow up with them, only to have them tell us no one is available to talk about it. No credible news organization will regurgitate a press release if they are doing their jobs correctly. They will have questions, and for TV they expect to get someone on camera, usually without much notice.

- Joel Lundstad, News Director

It’s not enough to just talk to experts – the people who identified the problem, researched the problem or is offering a solution to the problem; as reporters we’re expected to find people who are affected by the problem, or were treated for this disease and not having a ‘real person’ available can be a deal breaker.

- John Croman, KARE 11
Final Tips: Advancing Your Message

Ask for a link or clip of the segment. Most television and radio stations will provide.

“Share” the link on your social media platforms.

If possible, pay a little to boost the post and present it as a Thank You

\[ie- \text{ “Thank you, WDIO (Duluth) for your story highlighting our bike fleet program. Your work highlighted our program beautifully.”}\]

Send a personal thank you to those who covered the event. Nice touch.
Next up:
Annie Hendrickson
What I’ll be covering today

• What to keep in mind while planning, shooting and editing video.

• How to edit a video.

• Publishing your video to social media
“Where do I start?”

-Someone at some point.
What types of videos do well on social media?

• Videos featuring people
Find the face in this picture.
What types of videos do well on social media?

- Videos featuring people
- Videos that teach a skill
What types of videos do well on social media?

- Videos featuring people
- Videos that teach a skill
- Videos that tell a story
What types of videos do well on social media?

- Videos featuring people
- Videos that teach a skill
- Videos that tell a story
- Videos formatted for a small screen
What types of videos do well on social media?

- Videos featuring people
- Videos that teach a skill
- Videos that tell a story
- Videos formatted for a small screen
- Videos with captions
What types of videos do well on social media?

- Videos featuring people
- Videos that teach a skill
- Videos that tell a story
- Videos formatted for a small screen
- Videos with captions
- **Short** videos
Make short videos.
Questions to ask before you start filming

• Who will I interview?
Questions to ask before you start filming

• Who will I interview?

• What questions will I ask?
  • What answers do I want?
Questions to ask before you start filming

• Who will I interview?

• What questions will I ask?
  • What answers do I want?

• Where will the interview take place?
Questions to ask before you start filming

• Who will I interview?
• What questions will I ask?
  • What answers do I want?
• Where will the interview take place?
• What interesting visuals can go along with this video?
What do I need in order to film a good video?

- Good Audio
- Good Lighting
- A stable, in-focus subject
What do I need in order to film a good video?

Good Audio

Good Lighting

A stable, in-focus subject
• Film somewhere quiet.
• Film somewhere quiet.
• Test your audio.
Audio

- Film somewhere quiet.
- Test your audio.
- Bring headphones.
What do I need in order to film a good video?

- Good Audio
- Good Lighting
- A stable, in-focus subject
• Natural light is your best friend
• Always have the **brightest** light source in front of the subject.
Backlit example
• Natural light is your best friend
• Always have the **brightest** light source in front of the subject.
• Diffused light is best
What is diffused light?
What is diffused light?
Over-exposed example
Interview style
Interview style

“talking room”
Looking at the camera
What do I need in order to film a good video?

- Good Audio
- Good Lighting
- A stable, in-focus subject
How to stay stable

**Best**
Tripod

**Better**
Monopod

**Fine**
Arm close to your body, lean against something

**Worst**
Arm away from your body
Staying stable

THE Knee Bend

THE Elbow Plant

THE T-Rex
Stability
Q: What are your three favorite things in your purse/wallet and why?

- Keep the interview answers under 30 seconds.
- Film some extra footage of the objects up-close.
- Do your best with the light available and the background noise.

Meet back in 5 minutes
Live demo of Adobe Clip

Small-screen video editing. Big-screen results.
“Now what?”

-Someone at some point.
Last Steps

Upload to YouTube.  Edit the caption file.  Share the video.
• Photo and link to captioning demo video will go here.
Thank you
Questions?