

HOW TO WORK WITH MEDIA



Approaching Media: Best Practices

- Target media that reach your audience.
- Think like a journalist. Ask yourself: Is my story about an issue that affects my audience? Must my story be told now? Do I have action-oriented visuals that sum up the story? Does the story have verifiable, evidence-based facts?
- Give media what they want: urgent "hard" or feature/evergreen news, access to sources, relevance to their audience, timely responses, and all story assets.

Interview: Best Practices

- Know the audience, media outlet, your brand, product and policies, and your agenda
- Engage with questions:
 - Anticipate likely questions to be asked, and prepare 10-word answers
 - Repeat answers to help the reporter get it right
 - Be on brand: People of Action
 - Answer direct questions, segue naturally to your key message to the audience

Interview: Tips

- Be quotable with a memorable soundbite.
- Give a 5 "W"s summary: who, what, when, where, why (& how).
- Tell the "so-what."
- Remember to speak to audience needs.
- Share simple numbers, stats, data.
- Employ word pictures.
- Use analogies to simplify the complex.
- Avoid jargon, inflammatory or negative language.

Mind who you're BEING. BE:

- Authentic
- Passionate
- Truthful
- Aware
- Available
- Genuine
- Helpful
- Appreciative

Remember to source the Rotary Brand Center!