

UVic Handout #1 Meet the Press

How to Cultivate good rapport with the Media

Find out:

-When are their deadlines? (Keep the conversation going)

-What are they interested in?

-Who are the reporters and assignment editors in various media?

Helpful Tips:

-Use the 5 W's (Who, What, Where, When, Why) to guide your questions

-Check spellings of names, gender of persons!

-Can you be a source for a news release itself?

-Release media releases to the media at the same time

-Return phone calls promptly!!! (Essential!)

-Respect deadlines

-Make sure reporters know how to contact you after hours (cell phone? (Text?) Gmail Hangouts, etc. and email? Home phone?)

-Give accurate facts, or check unknown facts and get back to reporter promptly

--File of photos and bios of you and employees is helpful

-Compile an accurate media list for your organization and keep it updated

-Never argue with a reporter about whether something is newsworthy

-Call or write or email with thanks, when earned

-Give advance notice of newsworthy event

-Take advantage of free publicity: PSAs, community bulletin board, events calendars

-Consider writing an article or letter yourself for the Op Ed (opposite the editorial)

UVic, Handout #2

Interview “Rules” and Expectations for both Reporter and Interviewee

Recommendations to those being interviewed (Interviewees, that's you!)

*Journalists form impression in the first 10 to 20 seconds

EY @} Á[~ Á ^ ^ Á Á ~ !} æ ã Ë [\ Á @ { Á Á @ Á ^ Á } á Á [} Á [\ Á æ æ

Ë ^ æ Á !, æ á Á @} Á[~ q ^ Á talking; keep your arms and hands open (this shows an open and accepting attitude, not on the defensive)

*Smile when you talk

EÖ [} Á ~ & @ Á ~ ! Á æ • Á ! Á æ ^

EÖ [} Á ~ Á [~ ! Á @ æ á • Á } Á @ Á æ Á Á [~ ! Á ^ &

EÖ [} Á ^ È

*Never say % [Á [{ { ^ } c Á • c æ you might say, % Á [! ! ^ È Á æ Á æ Á ^ c @ * Á [! ^ + È or % Á [} c have anything more to say. + Á % [Á [{ { ^ } c Á, æ • Á [~ } á Á ^ Á [{ ^ [} ^ Á Á guilty or hiding something or angry).

You can offer to explain, when things change, or offer different info (e.* È Á á @ Á [~ ! á Á share that info, but you can understand it is a mata.)-3(w)n8(m)cmaangwha26(e747)8(m)recme.3(n)-B

UVic Handout #4

Types of questions you may be asked

UVic Handout #5

Dealing with questions:

- 1.

UVic Handout #6