



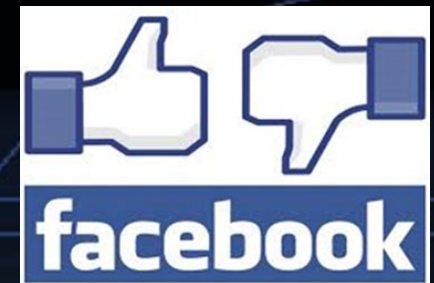
ACC-OC Public Policymakers Academy

INSIDE THE NEWSROOM: MEDIA & PR

News Media: Who are they? Should I care?

Conduits of Information and Shapers of Public Opinion

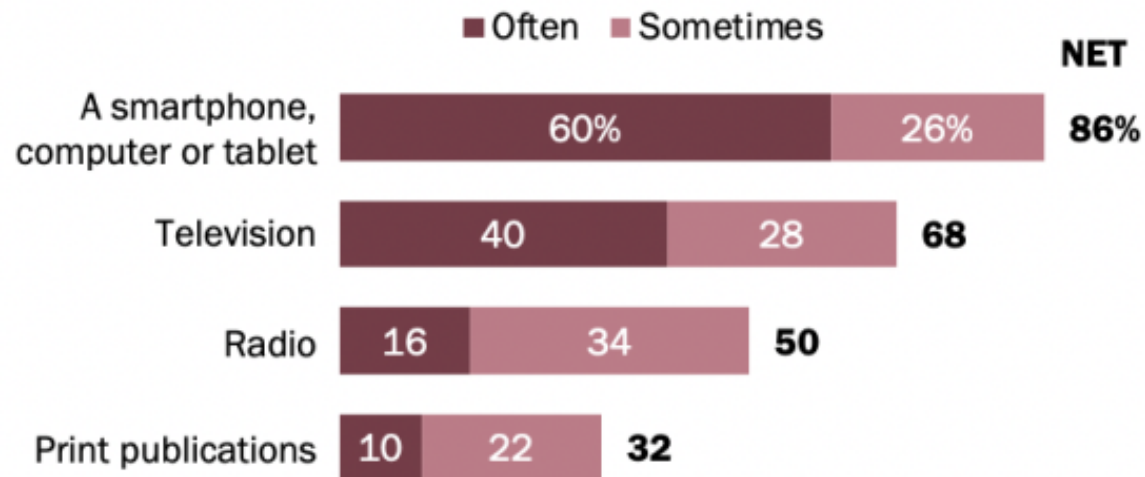
- Traditional News: print, broadcast, wire
- Social Media & Online news sites



Delivery & Access of News Has Changed

Large majority of Americans get news on digital devices

% of U.S. adults who get news ____ from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

What Do the Media Think is Newsworthy?

- Conflict
- Local
- Incident
- New
- Scandal
- First Ever
- Corruption/Cover-up
- David vs. Goliath
- Incompetence
- Surprising
- Hypocrisy
- Heartwarming

:Public Relations: Everyone Is Doing It

- What is Public Relations?
 - Managing how others (your audiences) see and feel about a person, brand, company.
 - Relationship between you and your publics.
 - Everyone is doing PR – some are better at it.
 - Since media is the conduit, the press interview is critical.



Prepping for News Interview: Know Your Rights

- Be prepared; have objectives. NEVER take a cold call.
- Be comfortable. Conduct interview where you're most comfortable.
- Be treated fairly.
- Know what the interview is about.



Always Remember

- You are the expert.
- No such thing as off the record
- Never say, “No comment.”
- Keep composure; never lose temper; they have the last word.
- Do NOT have to answer at all:
 - Personal questions (salary, voting, sex life)
 - Competitive information
 - Legal reasons (in litigation)
 - Don't know the answer. DON'T GUESS



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Questions?