



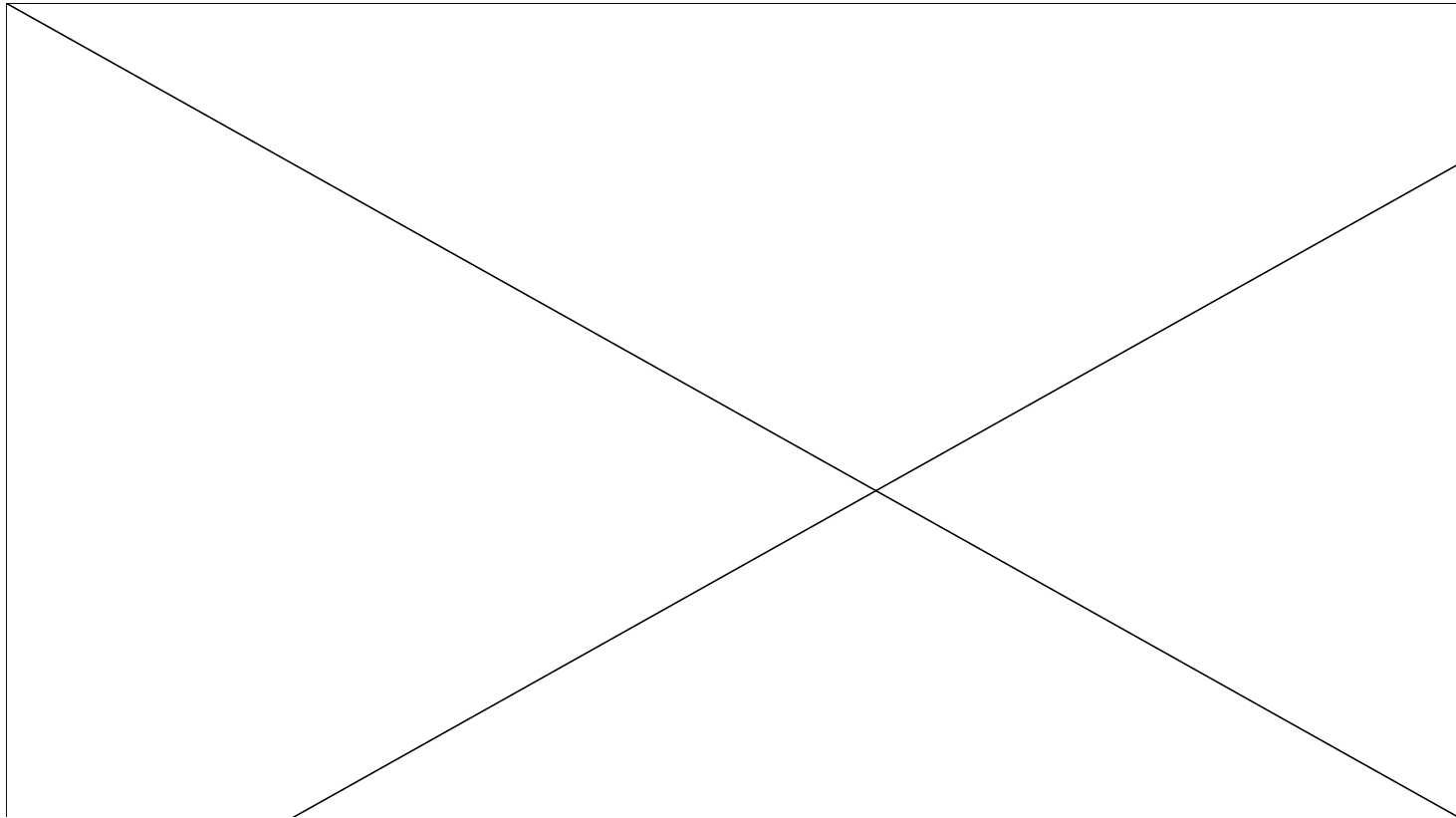
Media 101

Love Is Advocacy Institute

2017

Austin, TX

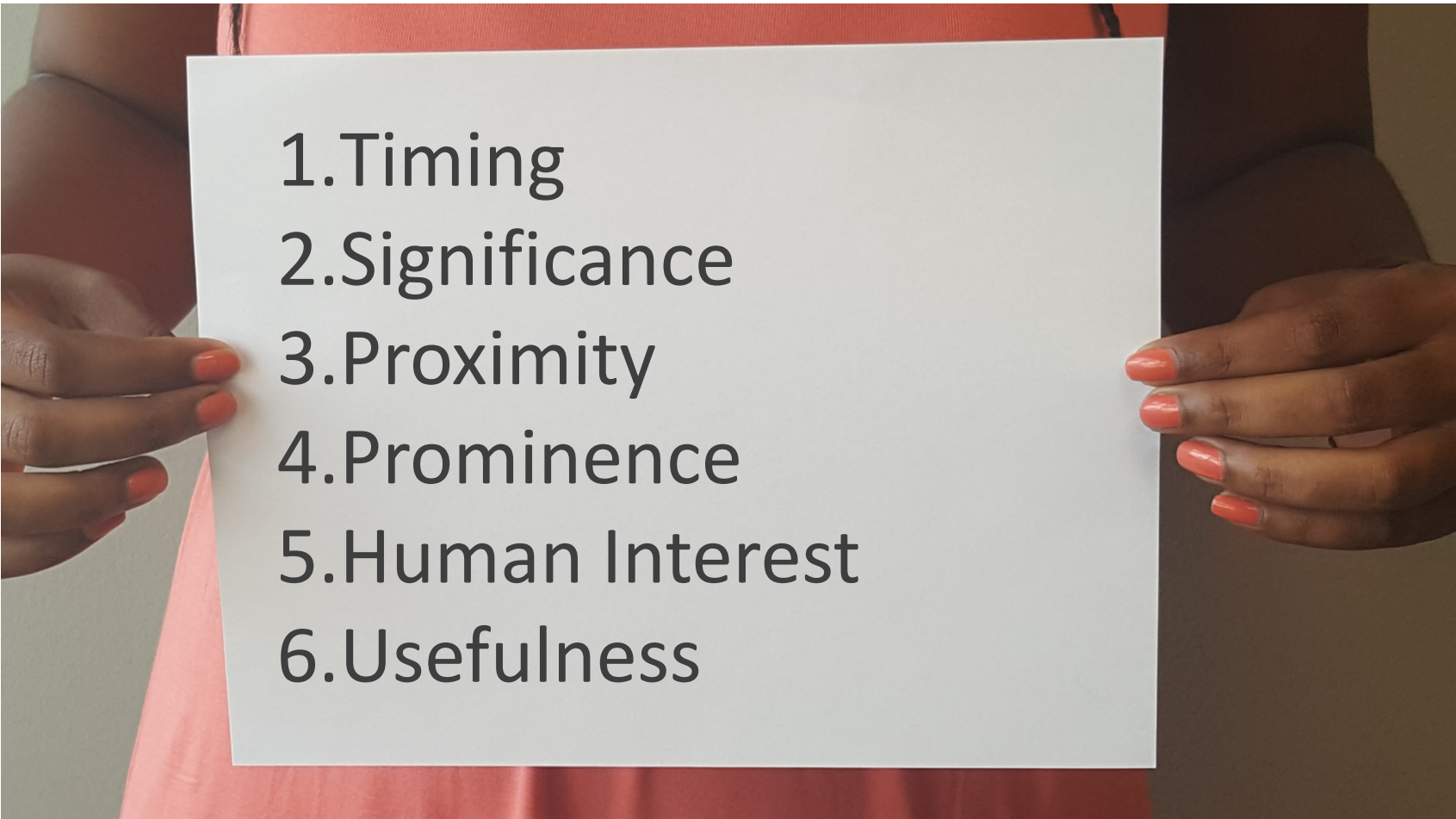
The Roller Coaster



Who's Cool? Who's Not?



What Makes Something Newsworthy?

- 
- A person with dark skin and orange nail polish is holding a white rectangular sign. The sign lists six factors that make something newsworthy. The background is a solid blue color with an orange rectangle at the top.
1. Timing
 2. Significance
 3. Proximity
 4. Prominence
 5. Human Interest
 6. Usefulness

Did You Know?

73% of wired American teens use social networking sites.

~ Pew Research Center

72% of 18 to 29 year olds are on social media.

~ Pew Research Center

55% of people who engage with causes via social media are inspired to get more involved.

~ Nonprofit Hub



The Reporter's Role



The reporter's job is **NOT** to:

- Make you look good
- Make the organization look good
- Give you a forum for free advertising or promotion
- Ask only the questions you want to answer
- Write or broadcast the story the way you want it

The Reporter's Role

The reporter's job **IS** to:

- Get the information they need from you
- Ask the questions they want to ask
- Make their outlet look good
- Get the information they need to give the story pizzazz
- Make the story interesting
- Interpret the story the way they (or their editor/producer) sees it



Your Role

Your responsibility is to:

- Be positive
- Represent the organization's viewpoint
- Present your answers in a way that is clear, concise and positive
- Control the interview



Your Role



It Does **NOT** Mean:

- You have to feel qualified to speak as an expert on everything
- Your private opinions are those of the organization
- You must provide the reporter with the information they seek

Let's Try It Out!



10-Minute Break



Getting Ready for Your Interview

WHAT do you want to say?

- Define three positive points you want to convey
- Favorably appeal to your target
- Position your organization in the most positive light



Getting Ready for Your Interview

WHO do you want to say it to?

- Determine your audience
- Respond to the interviewer, TALK to the audience
- The interviewer is the means, not the end



Getting Ready for Your Interview

HOW do you want to say it?

- Decide the facts and statistics you want to use
- Pull together the examples you will cite
- Select the words you will use



Helpful Hints



- Meet the interviewer
- Be yourself
- Be brief
- There's no such thing as "off-the-record"
- Lead the way and bridge back
- Control your gestures
- Stay positive

What to Wear

- Nothing distracting
- Stay away from red, white, black, brown, yellow or green
- Avoid clunky, noisy and overly obvious jewelry



Putting It All Together

