



Communications & Public Information Office

LIBRARY COMMISSION BEST PRACTICES IN WORKING WITH MEDIA

MARCH 29, 2013

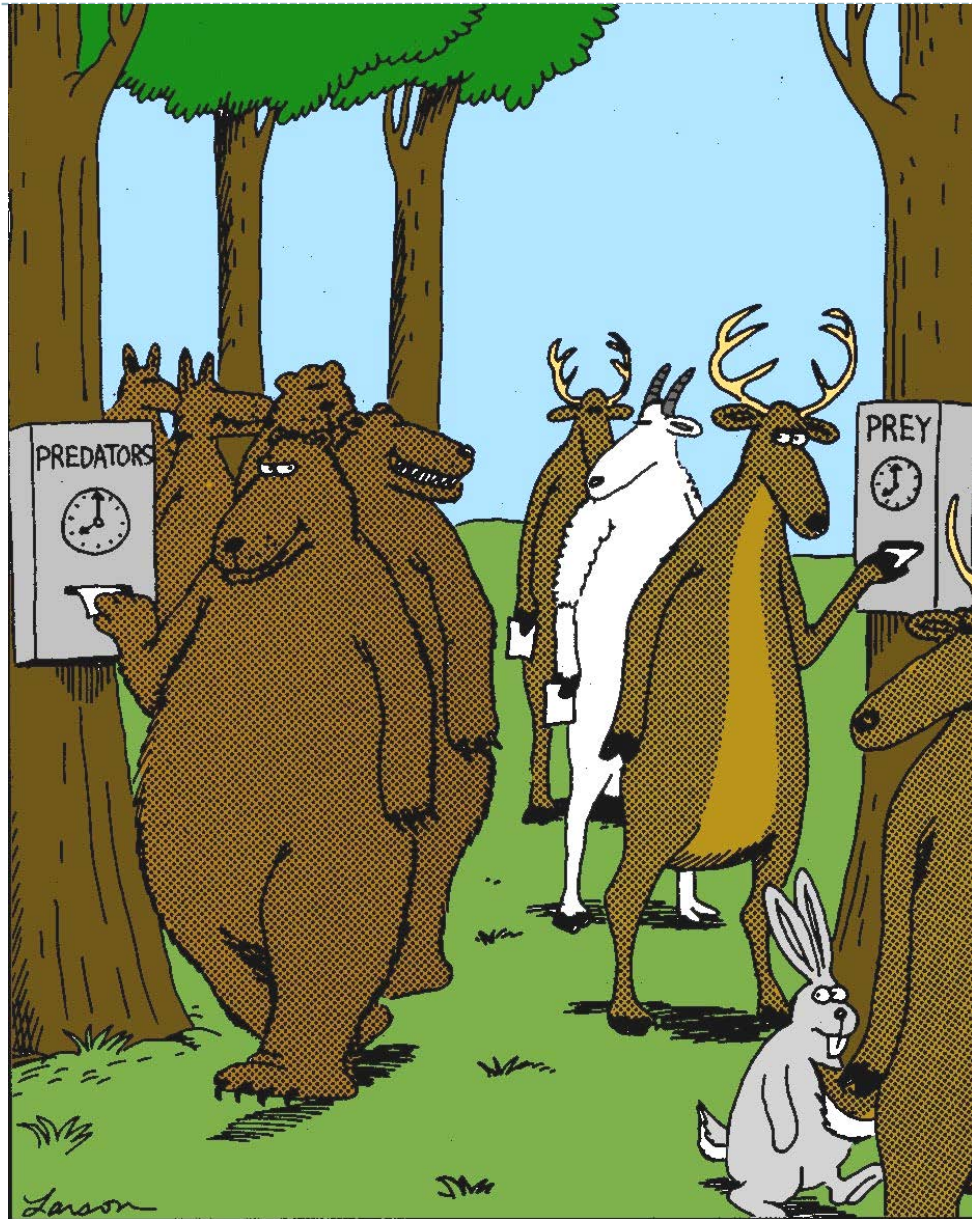
Understanding News

News is:

- ❑ Conflict
- ❑ Emotional
- ❑ Unusual
- ❑ Timely
- ❑ Deadline driven

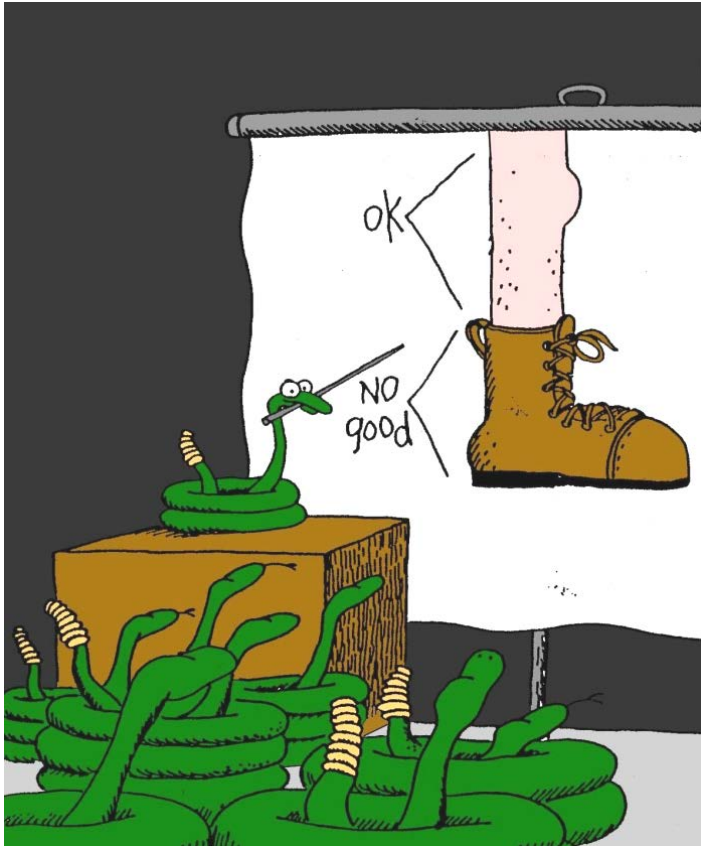
Reporters want:

- ❑ THE STORY
- ❑ Accurate Information
- ❑ Expert quote



PLAN NOW....

for when you may be approached by a reporter



- Know your city's procedure
 - Acknowledge the reporter and the need for a response.
 - If there is one, explain the procedure for media inquiries.
 - Ask who else the reporter has called in your organization for an interview.
 - Alert your city's leadership that media requested an interview. Conduct appropriately.

Role of Communication Consultants



- Serve as your single point of contact for CPIO services
- They're on YOUR SIDE and want the City and Department to look and sound good.
- Citywide perspective and coordination
- They can also see things from a journalists perspective.



Preparing for the interview....



- Ask reporter in advance what questions will be asked.
- Determine key messages – what are the main points you want to get across?
- Anticipate likely additional questions.
- Prioritize and practice “soundbite” responses.

CAUTION

**THIS SIGN HAS
SHARP EDGES**

DO NOT TOUCH THE EDGES OF THIS SIGN



ALSO, THE BRIDGE IS OUT AHEAD



Conducting the interview....



- What is your key point? Repeat it.
- Consider your attire.
- Don't be intimidated by silence.
- Answer questions, don't respond to statements.
- Don't be afraid to say "I don't know, but I will find out."
- Stay positive.
- Answer with knowledge and facts – not emotions.
- If invited for a last word, use it.

General Media Tips

- ❑ Work as quickly as possible to provide a response.
- ❑ Be accurate.
- ❑ Be thorough, yet succinct.





Types of Media Outlets



Relationships are Important



- **Austin American Statesman** 173,527 circulation
- **6 a.m. morning news**
 - KXAN 20,362 households
 - KVUE 17,647 households
- **6 p.m. local news**
 - KVUE 35,973 households
 - KXAN 29,185 households
 - Univision 17,647 households (5:00 p.m. show)
- **10 p.m. local news**
 - Fox 7 28,506 households (9:00 p.m. show)
 - KEYE 33,257 households
 - KVUE 44,796 households

NEWSPAPER



- Target your story to the right editor.
- Provide quality photos/photo opps.
- Print is more thorough than broadcast.
- Can promote events in advance.



Radio News



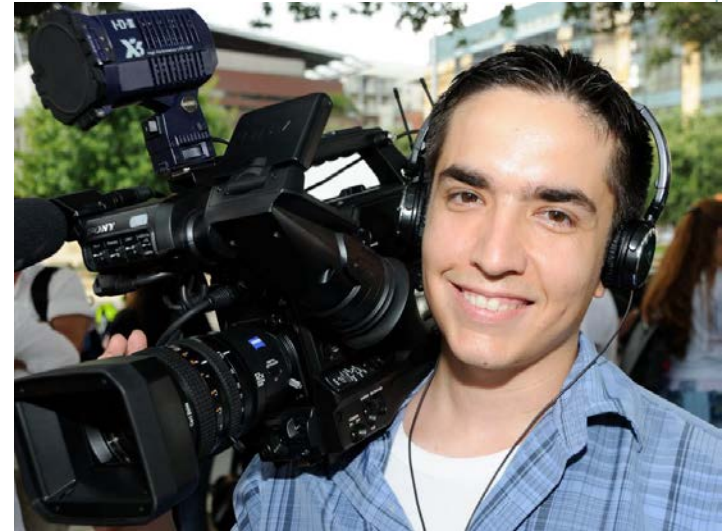
- Most immediate broadcast news medium.
- Call-in/talk programs (possibly a regular guest spot.)
- Be open to phone interviews the week of or morning/day of an event.



TV News



- Tight schedule, can react quickly.
- Offer visual action or “b-roll”.
- Advisories for visual events can have great results.



Consider Background



Consider Background





Questions?

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