

Engaging the Media

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Who am I?

- IEEE Corporate Communications Senior Manager; internal and external and executive communications; Specialize in corporate strategy and communications, and public relations
- 13 years with IEEE; 23 years in Public Relations
- Member of IEEE Ad Hoc Public Visibility Committee and staff Co-lead for 125th anniversary
- IEEE Operations Center, Piscataway, New Jersey



Who am I?

- Management supervisor; technology and consumer public relations; specialize in media relations and special events
- Two years with Ruder Finn; eight years in Public Relations
- Ruder Finn Chicago; a global marketing services agency
- First time speaker at IEEE Sections Congress



Tell Us About You

- ▣ Where are you from?
- ▣ Have you worked with the media before?
- ▣ What was the experience like?
- ▣ Were there any challenges you faced when working with the press? What challenges did you face?
- ▣ Was there anything that made you uncomfortable while speaking with the media?

Today's Media Training Session

- Our agenda:
 - Provide an overview of how to get started in developing a publicity plan
 - Cover basic media relations strategies
 - Discuss how to market your Section to media outlets
 - Address how to successfully engage the media
 - Provide tips for how to generate positive media coverage for IEEE and your section
 - Real World Scenarios... Putting all our learnings to work

Today's Media Training Session

- Your Agenda:
 - How to better prepare for broadcast interview

Determine Publicity Objectives

- ▣ What do you want to accomplish?
 - Increase member participation
 - Heighten non-member participation
 - Grow membership
 - Build industry support
 - Create general awareness of how engineers and technology professionals impact society
 - Gain recognition as a technology or engineering expert
 - Others?

Identify Your Target Audience

- ▣ Decide who you want to reach
 - Members
 - Prospective members
 - Students
 - Professionals / people in industry
 - General public
 - Media (local newspapers, TV, radio)
 - Businesses
 - Government

Create a Publicity Plan

- Plan events and activities for IEEE that will generate media interest, reach your target audience and accomplish your objectives
- Develop key messages
- Designate a spokesperson for media inquiries
- Prepare a list of reporters in your local area
- Create a media advisory and news release
- Set-up interviews and place your activities into radio, television and cable community calendars

What Do Reporters Really Want?

- Newsworthy = recent events or happenings
 - Timing
 - Significance – What's the hook?
 - Proximity
 - Prominence
 - Human interest

Media Hooks

- Let's review some good and bad media hooks
 - Launching a new Section Web site
 - Section member meeting announcing new officers
 - Speaker discussing new technologies in event that is open to the public
 - Local awards ceremony for Section volunteerism
 - Local awards ceremony with industry support
 - Career Day at local high school
 - Sponsored student competition

Use the 125th Anniversary to Attract Media and Members

- Every IEEE activity or event in 2009 is a potential anniversary event.
- To attract both the media and members you can plan something special or add a celebration to a scheduled activity
- Tie into the theme: Celebrating 125 years of Engineering the Future
- Celebrate any time or on IEEE's 125th Anniversary day on 13 May 2009– IEEE Engineering the Future Day.

Attracting Media Attention

- Section Celebration of IEEE's 125th Anniversary on 13 May 2009
 - Provides a “news hook” that honors a significant milestone
 - Shines a spotlight on the local activities of a global, historic non-profit organization
 - Offers timing, significance, proximity, prominence and a good human interest story
 - Engineering the Future Day promotes world-changing technologies- consider finding a local “hot” technology to highlight.

Attracting Media Attention

- Highlight a particular member accomplishment(s)
- “Open-to the-public” lecture with high profile speaker (Ex. member of ministry or local government)
- Community outreach activities supporting local universities
- Career fairs
- Technology courses for seniors
- Computer recycling programs for local public schools
- Invite popular local business leaders to speak at an event
- Sponsor a contest in local public schools with a technology or engineering theme
- IEEE Milestone dedication
- Additional ideas?

Creating Key Messages

- Key messages describe news in a very succinct and understandable form
 - Elevator speech or pitch: 10 seconds to describe what you are doing
 - Message one: Address the quality of the event
 - Message two: Delve into the workings of the event, activity or organization
 - Message three: Tell us about your audience
- Not all of these messages will apply in every situation
- Where possible use numbers and facts
- Rehearse

IEEE Messages

- IEEE is the world's largest technical professional association
- IEEE serves more than 375,000 individual members in 160 countries
- A non-profit organization with a worldwide network dedicated to the advancement of technology and the technology community
- IEEE fosters technological innovation and excellence for the benefit of humanity
 - Through conferences, publications and industry standards
 - and by helping members develop professionally

125th Anniversary Key Messages

- In 2009, IEEE will commemorate 125 years of advancing technology for the public good, through a year full of activities surrounding the anniversary theme, “Celebrating 125 years of Engineering the Future”
- The anniversary is an opportunity for key audiences to learn more about IEEE, contributions of engineering, computing and technology professions, emerging innovations and how IEEE will continue to foster technological advancements for the benefit of humanity
- The yearlong celebration ranges from volunteer planned events and IEEE sponsored activities to a global Engineering the Future special observance on 13 May 2009 – IEEE’s official Anniversary

The Role of the Spokesperson

- Who will speak with the media on behalf of your Section?
 - Person familiar with your section activities
 - General understanding of the news media
 - An individual with a ‘media presence’ / confidence
- Understanding your role as spokesperson
 - Basic IEEE and Section statistics
 - Local contributions your sections has made to the community
 - Predetermined key messages
 - Stay with FACTS. Stay away from opinion.

Preparing the Media List

- Determine the media groups
- Use the phone book, Internet and other resources to locate the appropriate contact information
- Call each media contact
- Compile a comprehensive list of your findings
- Be prepared to update your media list every six months

Identify the Local Reporters

- Understand journalist beats
 - Technology/Science
 - Education
 - Calendar
 - City
 - Photo
 - Society
 - Health
 - News assignment
 - Online editor
- Familiarize yourself with the reporter's articles; try to build a relationship
- Personally invite the reporter to attend local meetings that include technology-based presentations

Targeting The Right Media

Examples may include:

India

Times of India
Hindustan Times
The Hindu

Japan

Nihon Keizai Shimbun
Nikkan Kogyo Shimbun
Dempa Times

United States

Chicago Sun-Times
Atlanta-Journal Constitution
Local ABC Affiliate

How to Provide Reporters with What they Need

- Community Calendar announcement
 - 5w's - who, what, where, when, who/how to contact
- Media Alert
 - Same information -- Serves as invitation to news media
 - Ask them to RSVP and follow up with them
 - Also send to the newspaper or TV station's News Desk day book
 - No more than one page
- Establish templates or utilize templates from the Promotion and Planning Action Plan located at www.IEEE125.org to meet the local media's requirements

How to Provide Reporters with What they Need... *continued*

- News release
 - Short and to the point
 - Use active headlines
 - Most important information first (5 Ws)
 - Consider including a quote that adds information or positioning
 - Use statistics to grab attention
 - Avoid acronyms; explain tech terms
 - Include the IEEE boilerplate paragraph - with a sentence about your Section
 - Include a contact
 - Consider a photo caption release for event follow up

How to Get Journalists to Your Event

- Follow up with the media to secure their interest in your event
 - Abide by their rules
 - Ask if he/she had a chance to look through your press materials, and what he/she thinks
 - Give your 10 second elevator speech/pitch
 - Ask about his/her interest in the story
 - Coordinate an interview
 - Live or taped
 - Length
 - Media contact – cell phone
 - Interview details and potential questions
 - When it will air

Tips for Media Interviews

- Have copies of your news release, agenda and other program materials to give to the media
- Remember an interview is a conversation, not a speech
- Discuss your key messages in order of importance
- Speak slowly, carefully and in a confident voice
- Always give more than a “yes” or “no” response
- Know when to stop
- Be prepared for a reporter who isn't
- Emphasize the positive
- Do not let a reporter lead you to a view/perspective you do not agree with– stick to your message

Tips for Media Interviews...

continued

- ▣ Pose questions of the interviewer to get a feel for where s/he may be coming from or angles s/he may be working
- ▣ Speak plainly and carefully
- ▣ Speak using familiar terms — not industry jargon unless it is an approved trade journalist
- ▣ If you do not have the answer, say so, but you may want to offer to find it out
- ▣ At the end of the interview, repeat your key message
- ▣ Expect repeated questions
- ▣ Most of all...relax, be yourself and enjoy!

Blocking and Bridging

- Blocking – To interrupt the question from going further or putting a stop to the question being asked
- Bridging – To create a transition back from an uncomfortable question while retaining control over the interview

Blocking is when you acknowledge and answer the reporters' question as quickly as possible and politely “bridge” to the key message you want to deliver

Blocking and Bridging

- ▣ Typical blocking statements include:
 - The overall issue is...
 - What is important to remember...
 - People need to understand...
 - What I think you are really asking is...
 - What I can tell you about our recommendation is...
 - That's not my area of expertise, but I think your audience would be interested in knowing that...
 - That's an important point because...
 - If you look at it closely, you'll find...

Blocking and Bridging

- ▣ Typical bridging statements include:
 - And do not forget...
 - Look at it this way....
 - What I'd really like to emphasize is...
 - What is important to remember, however...
 - And...
 - But...
 - However...

Media Training Clip One



Tips for Broadcast Interviews

- Be concise and get your message up front
- If you make a mistake during a taped interview, stop and start over – it can be edited
- Make sure your story is visual
- Avoid verbal gestures such as “um” and “well”
- If you don’t have the answer – say, “Let me do a little research and I’ll get back to you”
- Remain seated at the end of the interview until the interviewer tells you that you are off the air
- Avoid wearing white, royal blue, patterns, gold and black

Body Language

- ❑ Eye contact - look at the reporter, not the camera
- ❑ Sit forward if you are in a chair
- ❑ Smile
- ❑ Be enthusiastic
- ❑ Appear interested

Media Training Clip Two



After the Interview

- Offer to be available for any follow up
- Say thank you often
- Fulfill promises made during the interview
- Critique your interview
- Be patient
- Track placements and media clips

Important Reminders

- NOTHING is off the record, even if a reporter says it is
 - A reporter's job is to print or report a story, once you say it, it's part of the record

- NEVER say anything to a reporter you wouldn't want to see in print
 - Assume everything you say will appear in print

- DO NOT ever say “no comment”
 - If you don't know the answer, say that you will get back to them when you have more information
 - Turn a bad question around by saying, “I'm not going to speculate, but what I can tell you is...”
 - Stick with your message

Important Reminders

- ❑ AVOID one word answers such as “yes”, “no”, “correct”, “true”, etc.
 - Answer the question the best you can – one word answers give the impression that you are not sure of your comments; Try to provide a “sound-bite” they can use

- ❑ AVOID speculation and opinion
 - Say to the reporter, “I think that question is a little too broad, could you please narrow that down”

- ❑ NEVER lie – it will come back to haunt you
 - Tell the reporter that you will research the question and get back to him/her. Follow up in a timely manner

Important Reminders

- DO NOT talk about the interview until you have left the building
 - You can become an eye-catching headline – the story becomes about you and it can ruin your credibility

- RESTATE the question in the context of your answer
 - Reporters aren't really looking for opportunities to take your quotes out of context but by reinstating the question, you avoid misquotes

- AVOID telling a reporter he/she is wrong
 - Nicely block the message by saying, “While I appreciate your position,” and bridge the message to, “the real truth is...”

Media Training Clip Three



Today's Media Landscape

- Work on short deadlines
- Are short staffed and stretched thin
- Do not have the resources, camera crews or staff to cover the stories they used to cover
- Plummeting newspaper circulations; magazines closings
- Appreciate relationship building
- Understand that IEEE can be a good resource to them
- Do not underestimate the importance of social media

Be Patient with Your Strategy

- All of these tactics can work together to help increase your visibility among your targeted audience(s)
- But, unlike advertising, there are no guarantees with public relations
- Be patient -- Building recognition and relationships with media takes time and a consistent approach

Answering Reporters Questions and Role-Playing Scenarios

Breakout Session



Key Takeaways

- Before engaging the media you should:
 - Determine what is news
 - Understand your role as a representative for IEEE and your local Section
 - Develop and learn your key messages
 - Know the message you want to convey

Key Takeaways

- When speaking with the media remember to:
 - Speak using familiar terms
 - If you do not have the answer, say so, but you offer to find it out
 - Repeat your key message at the end
 - Never say anything “off the record” and never use the words “no comment”

How We Can Help

- Online tools:
 - Planning and Promotional Action Pack
 - www.ieee125.org
 - Includes Anniversary Mark and Guidelines
 - IEEE Master Brand & Identity Standards
 - www.ieee.org/identitystandards
 - www.ieee.org/masterbrand
- Contact Corporate Communications or Ruder Finn:
 - Media requests
 - Advice and counsel on PR questions
 - Corporate-communications@ieee.org
 - Masone@ruderfinn.com

Questions?

**Thank You
and
Good Luck**

