

# Managing Your Message

...and the Media!



# All About Me....

- Bachelor of Journalism: University of Missouri-Columbia
- KVII Amarillo, Texas
- WAND Decatur, Illinois

## More About Me...

- Chamber of Commerce President
- DCEO Opportunity Returns
- Decatur Memorial Hospital

# Know Your Media

- Who are they?
- What do they want?

# What's in your market?

- Daily Newspapers
- Local Television
- Radio
- Weekly Papers
- Cable Shows

# Reporters... Who are They?

- Old Guard
- New Kids on the Block
- Investigative Reporter
- Overworked, Underpaid, Out of Time

# What do they Want?

- Good Story - Interesting
- To Get it Right
- To Do Their Job Well – Fast

Key: Make Their Job Easier!

# Know Your Media

- Know how they work!

Decision makers in the news room

Deadlines -- time of day matters!

# Get Your Message Out (for free!)

- News Conference
- News Release
- Phoners
- Events
- Letters to the Editor

# Managing the Good, the Bad & the Ugly

## Types of News to Cover

- Breaking News
- Publicity Generators
- Feature Stories
- Investigative News

# Breaking News

- Unplanned
- You are the interview
- How to respond

# Publicity Generators

- You set the venue
- Time, Date and Place
- Coverage you have to sell  
new program, new facility, success story

# Feature Story

- Sell the story
- Of interest
- Visual (for TV)
- Can be tied to an event
- More time on this story
- Done ahead of time

# Investigative Pieces – some tips

- Find out what they're after
- Don't respond immediately
- Write out your thoughts – read it back
- Check with others
- DO NOT LIE!
- No comment can still be a comment

# How you can help

- Be a resource: Share your story
- They don't know you, your business or how it works.
- Pay attention, and get to know them!

# Inside the Newsroom

- Team Meeting
- Assignment Desk
- Producers/Editors
- Reporter
- Photographer

# How to Get Covered

## Rules for a News Release

- Be Clear/be Brief
- Short paragraphs
- Contact information
- Verbatim
- Deadlines
- Don't Expect Coverage

# Event Coverage

- Send Release
- Follow up day before
- Call day of
- Sell your event
- Visual?
- People attending

# Event Coverage: Media Packet

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# Event Coverage

- Time of Day
- Day of Week
- Deadlines
- Staffing issues
- Competing News

# Other Options

- Radio interviews
- Articles you submit

# Viral Marketing

- Facebook
- Twitter

# Questions?

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