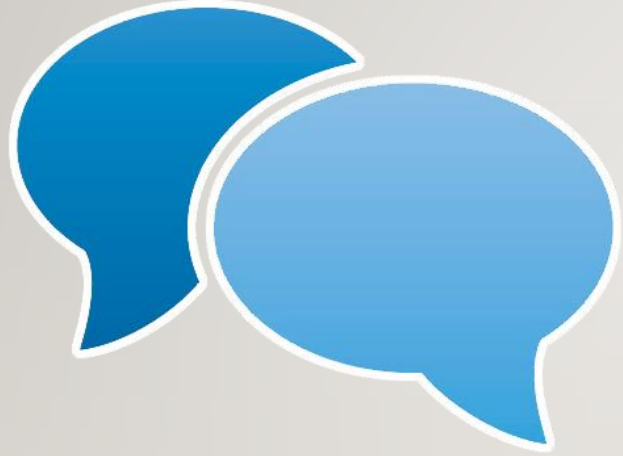


MEDIA STRATEGIES **DURING TIMES OF TRANSITION**

CCLC SPRING CONFERENCE | SATURDAY, MAY 4, 2018



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OVERVIEW

- The media
- Interview tips
- Role of the PIO
- Thoughts for trustees and CEOs
- Q&A



THE MEDIA

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THE NEWS BUSINESS HAS CHANGED



NEWS COVERAGE TRENDS

- Traditional media diminishing, especially newspapers.
- Local media reporting staff in decline.
- Emergence of new media, blogs, social media, citizen journalists.
- News cycle is 24/7 and immediate.



TYPES OF REPORTERS

- Broadcast (TV and radio)
- Newspaper (print and online)
- Beat reporter (education, government, etc.)
- Investigative reporter
- Citizen journalists (bloggers, social media posters, etc.)



* Not a reporter

ANYONE CAN BE A REPORTER



HOW REPORTERS START THEIR DAY AT WORK...



TODAY I AM AN EXPERT IN:

POLITICS	ECONOMY	CAR REPAIR	HEALTH CARE	
TELEVISION	AEROSPACE	BIOENGINEERING	MEM'S	
FOREIGN AFFAIRS	COUNTY FAIRS	OIL	VINEGAR	
SPORTS	STOCKS	BONDAGE	OBOE	EXPLOSIVES
COMPUTERS	PLUMBING	FOOD	SEPTIC TANKS	
FUSION	LIFOSUCTION	CARTOONS	WORLD PEACE	

6-29 VIEV

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MISCONCEPTIONS

- You just want to sell papers.
- You just want to boost ratings.
- You're out to get us or have a hidden agenda.
- You made a mistake because you didn't try hard enough.
- It's not realistic or wise to try to kill a story or convince a reporter to not pursue it. This will damage our good relationship and harm the district's reputation.



DEADLINES

- Reporters are *ALWAYS* on deadline.
- **RESPECT** the deadline.



WHY TALK TO A REPORTER?

- Your reputation
- District's reputation
- Public agency = taxpayer dollars
- Opportunity to put you and district in best light possible.



INTERVIEW TIPS

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IS THIS YOU?

Common reaction when
a reporter calls



WHEN A REPORTER CALLS

Tell them you'll call back.

Call your PIO.

Develop key messages (3 is best).

WHEN A REPORTER CALLS, ASK:

- Who is calling and from what media outlet?
- What is the story about?
- Why does the reporter want to talk to you?
- What information is needed: stats, reaction, policy?
- What is the reporter's deadline?



BEFORE THE INTERVIEW

Are you the right person to be interviewed?

- Chancellor/college president
- Board president
- PIO

Do you have the information you need for an interview?

- Key messages
- Stats
- Student/employee confidentiality

BEFORE THE INTERVIEW

PREPARE

SIMPLIFY

PRACTICE

KEY TO A GOOD INTERVIEW

AIM

- Audience
- Intent
- Message



SECS

- Statement
- Evidence
- Conclusion
- Shut up!

INTERVIEW DO'S

Stay calm

Pivot when necessary

Be aware of your facial expressions and body movements

(TV) Look at the reporter, not the camera

Think about your sound bite

PIVOTS

What's important to point out is...

You've asked a yes or no question. It would be difficult for me to answer yes or no because...

What I can address is the concern about...

Let me explain what the District is doing...

I don't have the answer, but I can find out for you.

INTERVIEW DON'TS

- Don't use acronyms and jargon.
- Don't go off the record.
- Don't speculate or guess.
- Don't say "no comment."
- Don't ask to see the story before it runs.



ROLE OF THE PIO

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HINT

It isn't all press releases or pitches.



WHAT DO WE DO?

- Develop and maintain relationship with the media.
- Understand what the media wants.
- Research topics/issues for the facts.
- Protect and enhance your college/district reputation.
- Maintain message control and maintenance.
- Monitor media coverage to assess strategy revision.
- Monitor and interact on social media.
- Develop internal/external communication strategies.



THOUGHTS FOR TRUSTEES

- Consult with your PIO before conducting an interview.
- Obtain college/district background on the issue.
- Request and review talking points.
- Practice reciting talking points.
- If you do not feel comfortable, always defer the interview to the PIO.





THOUGHTS FOR TRUSTEES

- Never conduct an interview without taking time to gather your thoughts.
- Determine if you are speaking as an individual or a representative of your college/district.
- How are your comments helping maintain or enhance your college/district reputation?



THOUGHTS FOR THE CEO

- Rely on your PIO for strategic communications.
- Make sure your supporters know the official college/district position.
- Evaluate who should be the best spokesperson for the issue – many times it is not you.
- Help maintain consistent messaging.





THOUGHTS FOR THE CEO

- Provide media training to those who respond to requests.
- Work with trustees to ensure they are kept in the loop with updates as needed.
- Keep your eye on the prize – your college/district reputation.

QUESTIONS?



*Thank
You*



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