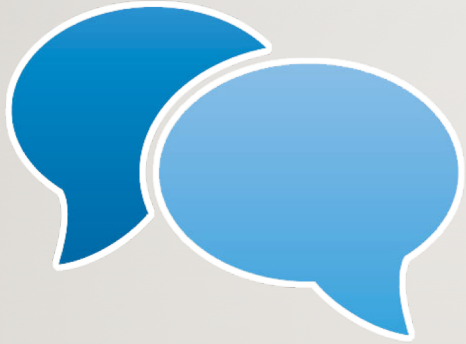


MEDIA STRATEGIES

**CCLC EFFECTIVE TRUSTEE WORKSHOP
SATURDAY, JANUARY 25, 2019**

Anne Krueger, Grossmont-Cuyamaca CCD
Dianne McKay, Ventura County CCD



OVERVIEW

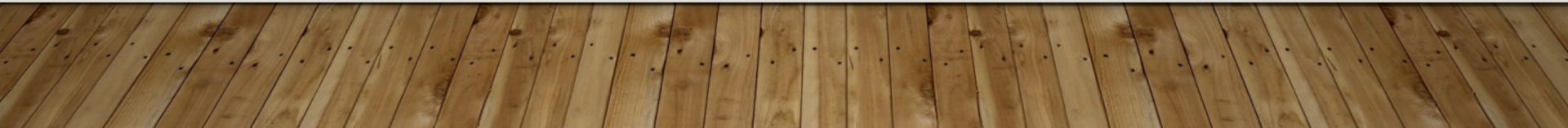
- The media
- Interview tips
- Social Media
- Role of the PIO
- Thoughts for trustees and CEOs

- Q&A

THE MEDIA

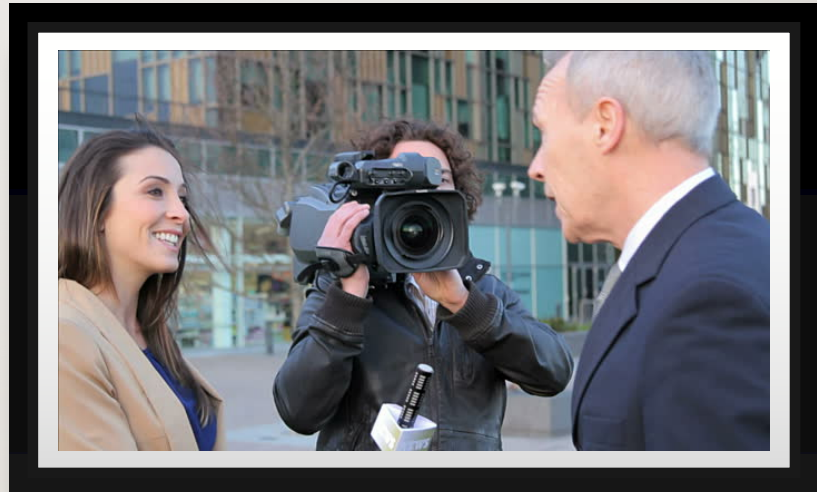
CCLC JANUARY ETW CONFERENCE

THE NEWS BUSINESS HAS CHANGED



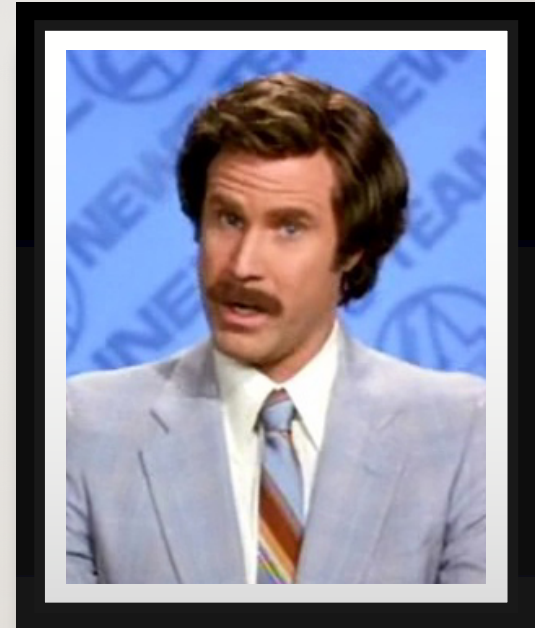
NEWS COVERAGE TRENDS

- 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

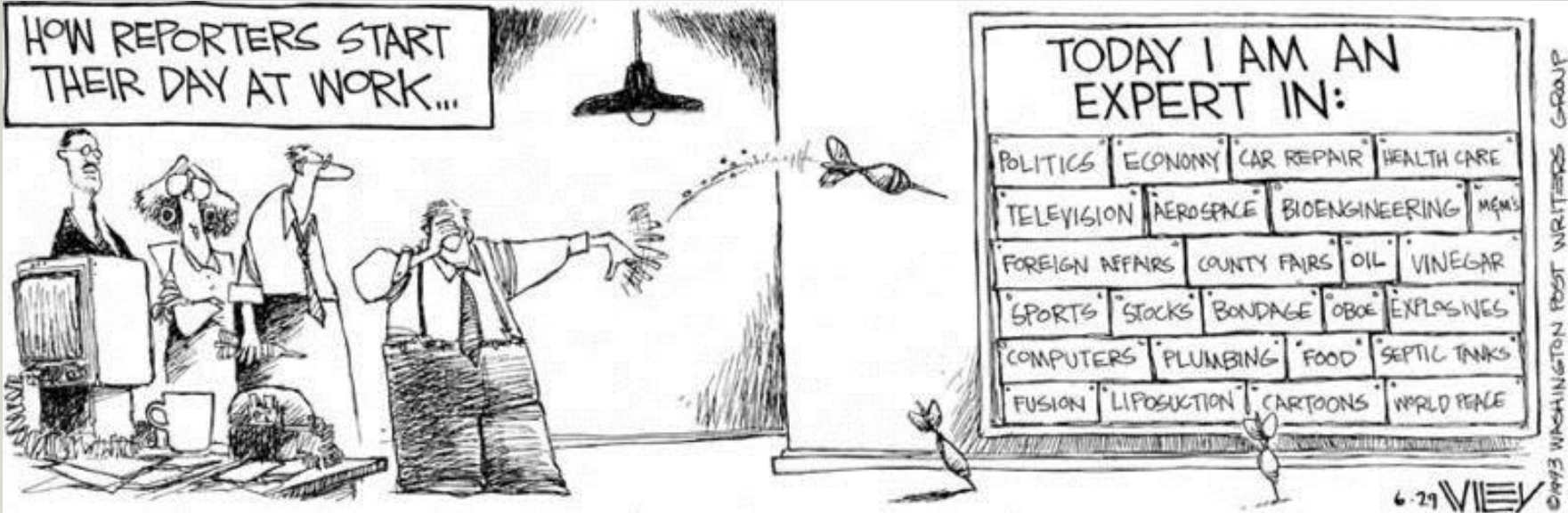
- Broadcast (TV and radio)
- Newspaper (print and online)
- Beat reporter (education, government, etc.)
- Investigative reporter
- Citizen journalists (bloggers, social media posters, etc.)



* Not a reporter

ANYONE CAN BE A REPORTER





MISCONCEPTION

S

- You just want to sell papers/build followers.
- 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.

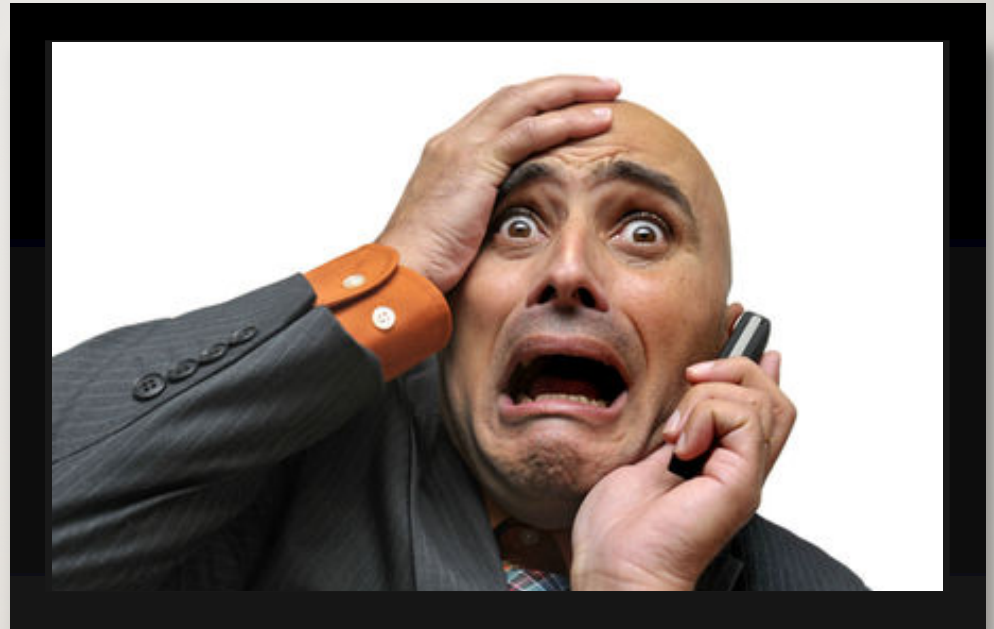


INTERVIEW TIPS

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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/Board chair.

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...

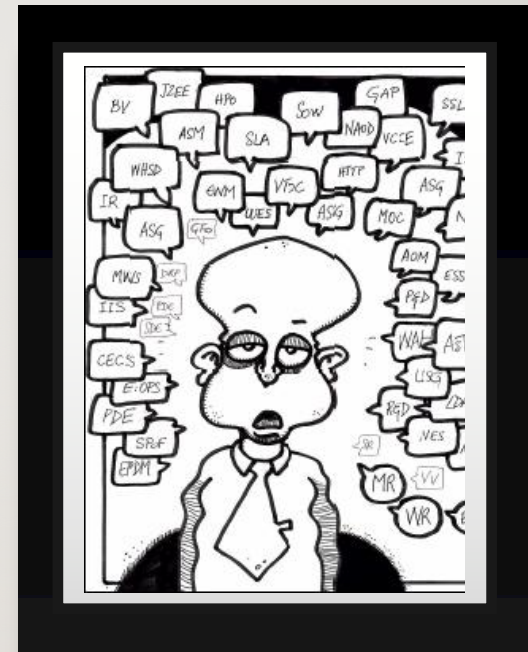
What I can address is the concern about...

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 but you can ask a quote to be read back—most misquotes are the fault of the source not the reporter.



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 THE TRUSTEE AND CEO

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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 or board chair.



THOUGHTS FOR TRUSTEES

- Have a professional presence separate from personal.
- Post relevant articles, college/district information and meeting reminders.
- Post regularly.
- Never share confidential information or violate a student privacy.
- Be cautious about deleting and blocking.



THOUGHTS FOR TRUSTEES

- Social media can violate open meeting laws.
- Be respectful always and model good behavior.
- How are your comments helping maintain or enhance your college/district reputation?
- Electronic communications are subject to Public Records Act.
- Know your board policies on electronic communications.
- Call out rumors by quoting official sources but avoid debate. Don't engage with *trolls*.



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.

SCENARIO I

The board has just split 3-2 on a vote to support DACA students. The audience is filled with members of the public who both support and oppose the issue.

- **A reporter wants to interview you on the vote.**
- **Do you speak with the reporter?**
- **What are your key messages?**

SCENARIO 2

The board president just resigned from the Governing Board. According to the press release, the reason given was a pressing family matter. An anonymous letter surfaces that reports the board member has been accused of sexual harassment. An informal inquiry results in some truth in the accusation. After his resignation, the Governing Board reached consensus in closed session not to pursue a formal investigation since the member is no longer affiliated with the District.

- **A reporter wants to interview you about your Governing Board decision.**
- **Do you speak with the reporter?**
- **What are your key messages?**

SCENARIO 3

The board has voted 4-1 to formally support a planned 3-hour student walkout to urge tougher gun-control laws. Many faculty and staff plan to participate as well, potentially impacting instruction for students who don't want to participate. You were the lone dissenting vote.

- **A reporter wants to interview you on the vote.**
- **Do you speak with the reporter?**
- **What are your key messages?**

QUESTIONS?



*Thank
You*

Anne Krueger, Grossmont-Cuyamaca CCD
Dianne McKay, Ventura County CCD