

2004 NATIONAL AIR QUALITY CONFERENCE

NAVIGATING THE MEDIA MINEFIELD

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Reporters looking for:

- Cost
- Conflict

Think about the AUDIENCE (no jargon)

- So What?
- Do a pronoun switch – it's about "me"
- Give visual context

When meeting with reporters:

1. What lead them to want to do that story?
2. Who else are they interviewing?
3. What interests them the most about this story?
4. What questions did they ask when they called to set up the interview?

Top Down

- Give me the most important information first
- What's the message you want to leave behind?
- Set the context that answers the "so what?"
- State the problem and the solution
- How is your agency a part of the solution

How do you get people to believe you?

- Specific Visual Support

 - Data

 - Local

 - Benchmarking

 - Personalize

- Examples

- Comparison

- Third Party Support

- Analogy