



C O M M U N I C A T I O N S



GALLATIN PUBLIC AFFAIRS



C O M M U N I C A T I O N S

- Communications Planning
- Materials Development
- Media Relations
- Media Training
- Public Affairs
- Corporate Positioning
- Reputation Management
- Crisis Management
- Social Media
- Event Planning



GALLATIN PUBLIC AFFAIRS

- Coalition and Grassroots Advocacy
- Strategic Communications & Media Relations
- Energy Policy & Facility Siting
- Federal Government Relations
- Media and Presentation Training
- Natural Resources Policy
- Regulatory/NEPA Compliance
- Public Opinion & Issues Research
- State & Local Government Relations
- Sustainability and Land Use

The Team



Christian Goff
President
Pure Energy



Ryan Poulos
Associate
Pure Energy

- Close to 15 years as a communications practitioner.
 - Led teams at two of the world's largest public relations firms.
 - Oversaw public affairs in Marathon Oil's western region
 - Strong communications planning
- Six years as a journalist in Austin and El Paso.
 - Oversaw marketing and sales efforts for a large winery and vineyard.
 - Wrote and edited newsletter for one of the country's largest semiconductor manufacturers.

The Team



Darryl James,
AICP – Partner

- Over 18 years of transportation planning and project development experience across the west.
- Highly successful regulatory compliance practice.
- Authored EA's for portions of the Heartland Expressway and Theodore Roosevelt Expressway
- Public engagement, agency coordination, and governmental relations expertise



John MacDonald -
Principal

- Over 16 years as a reporter, correspondent and editor with The Associated Press
- Strong public affairs strategies ranging from messaging and interview techniques to media relations, crisis communication and community relations
- Media training and communications expertise

Media Training

for the

Port-to-Plains Alliance

Today's Objectives

- Increase your knowledge and understanding of the media
- Teach you effective message delivery techniques
- Provide tips on how to manage media interviews

PR & the Media

PR & the Media

Unrealistic Expectations

- “I want you to get me on the front page of the Houston Chronicle or New York Times”
- “I want you to stop that article being published”
- “You handle public relations, so I’ll just let you talk to all of the reporters.”

PR & the Media

The Home Truths

- The media can't survive without PR
- PR can't survive without the media



Honest and professional PR is about striking the correct balance.

Understanding the Media

Today's Media Environment

Competitive environment

- Reporters compete for breaking stories, exposure, recognition
- Deadline pressures and the half-second second news cycle
- Media outlets must make money, attract viewers/readers

Consolidation

- There are fewer outlets, sometimes with more space to fill
- Reporters cover more beats, or single beats for shorter periods of time
- Reporters tend to be younger, less experienced

The Good News

- Spreads truth/facts
- Can be an ally
- Can help shape public opinion

The Bad News

- Can perpetuate inaccurate information that goes uncorrected
- Can destroy



The Journalist

- Questions
- Skeptical
- Tests
- Observes
- Reports
- Motivations are “good stories”, recognition
- Want his story on cover/front page (above the fold)
- Believe he is fair and balanced
- Prefers simple language
 - Write for and speak to ninth graders (newspapers)
 - Avoid acronyms, jargon, clichés and multi-syllable words



What do journalists want?

- Ports-to-Plains Needs to Know:
 - What the media wants/needs
 - When they want/need it
 - In what form they want/need it
 - How they operate
 - Who they are
 - Who their readership is
 - What their constraints are

Maximize Media Relations



- Build relationships
- Provide newsworthy material
- Don't forget illustrations (e.g. photos)

Know a Good Story

- Is the story new, interesting, entertaining?
 - To the media and the reader
- Is it current?
- Is it relevant locally?
- What is the impact of a story? How much of the audience will it affect?



Ground Rules

- Know deadlines and try to respect them
- Never mislead reporters
- Present as much of the overall pictures as you can
 - Plus your point of view
- Have facts & research to back up your point
- If you don't know the answer, say so
 - And then find the answer quickly

Key Pointers – Print Media

- Level of editorial integrity varies
 - Usually independent from advertising
 - Editors have sole right to cut/re-edit press materials received
 - Political independence & strength varies
 - Brown paper packages in some countries
 - Government control/ownership/censorship/propaganda medium
 - Media promotes items of national interest/agenda

Key Pointers – Print Media cont'd

- No commitment if the editorial will be printed and when
- News assignments are subject to other events occurring
- Beat reporters are highly influential
 - Editors vary in degree of control and influence
- Exclusivity is preferred as competition is keen
 - Once offered exclusivity, must be honored

Key Pointers – Electronic Media

- News assignments are normally confirmed only on the morning of the events or evening before
- Exclusivity is important for chat shows (e.g. Good Morning America)
- News reporters are looking for sound bites
- Chat show producers/hosts want short, direct answers together with entertainment value

The Interview



The Interview

- An interview is an exercise in controlled communication
 - Your challenge is to define and come across as transparent as possible
- It should:
 - Reflect your company's views
 - Be persuasive in molding public opinion
 - Present factual information and/or insights

Preparing for an Interview

- To achieve this you need to:
 - Set an agenda (objectives)
- Do your homework
 - Gather all the information (facts and figures etc.)



Preparing for an Interview cont'd

- Set 3-5 key messages you wish to impart
 - This is the key to any successful interview

Messages Need To Be:

- Believable
- Understandable
- Retainable
- Succinct and Simple
- Relevant to Audience
- Branded

Preparing for an Interview cont'd

- Anticipate likely questions
 - Prepare answers
- Rehearse



Conducting an Interview

- It is your interview
 - Not the journalist's
 - You should control it

Remember:

We are here to deliver messages not just answer questions.

Conducting an Interview

- Be Honest
 - Erroneous information can damage credibility
 - “I don’t know” is OK, but...
- Be Believable
 - Be conversational, use layman’s terms
- Be Concise
 - Crystallize thoughts in a few hard-hitting sentences
 - Use key words

Conducting an Interview cont'd

- Evaluate the Question
 - Answer in manner which serves both the journalist and you
- Turn Potential Negatives into Positive
 - Avoid speculative “what if” questions
 - Control the interview
 - Don't repeat loaded/slanted words

Interview Techniques

Bridging

- Bridge to Your Message
 - Answer question directly, then bridge to positive message point or bring line of questioning back to your advantage



Remember:
Always Get Your Message Across

Interview Techniques cont'd

Bridging Phrases

- I think I can best answer that by discussing...
- I don't know about that but what I can tell you is...
- You might also want to know that...
- In addition, our research shows...
- Another way to look at that is...
- I want to make sure you understand that...

Interview Techniques cont'd

Flagging

- Tactfully control by assuring your messages are heard
 - Body language, including hand gestures, are useful
 - On the phone? Use flagging phrases
- Tell relevant stories
- Emphasize key points
- Use open-ended questions, wrap-up questions as opportunities to flag



Interview Techniques cont'd

Flagging Phrases

- I want to make sure you understand that...
- There are three things I think are important to this story...
- Let me repeat something I said earlier...
- If there are just one or two ideas I leave you with today, they're that...
- I think what's most important to your readers is...

Interview Tips



All Media

- Make sure to give reporter a business card that includes the correct spelling of your name and current title
- Correct inaccurate statements made by the reporter
- Nothing is Off the Record



Newspapers and Magazines

- Rephrase and clarify the initial statement
- Offer to review facts and quotes used by reporter
- Offer background information
- Have typed answers for reporter, if possible
- Offer to clarify or provide further information

Newspapers and Magazines cont'd

- Support Assertions
- Restate major point, make it sound different
- Be conversational, use stories and analogies
- Be prepared to be misquoted

TV & Radio



- The Pre-Interview
- Interview Duration
 - Current affairs/Chat show: Up to 10 minutes
 - News: 8-15 second “sound bite”
- Interview start time
 - Be prepared
- Time is crucial
 - Sound bites

TV & Radio cont'd



- Appearance and Demeanor
- Conservative in dress
- Dress in solid colors, bold colors (TV) so that clothes will not be “washed out” on camera
- Assume you are on air all the time
- Direct attention to the interviewer, not the camera
- Be yourself
- Remain seated

Pre-recorded Interview

- Stop & restate answer if unhappy
- Sum up answers
- Reaction shots
- Check on name and title
- Ask to be kept informed on broadcast time



Telephone Interviews

- Prior to the Interview
 - Do Not do an interview immediately
 - Say you are busy and will call back
- Get reporter's name & name of newspaper, TV & telephone number
- Ask what the topic & scope of story is
- Determine the reporter's deadline
- Call him/her back after 10 minutes (minimum)



The Interview - Summary

- Get your information together
- Work out your key messages
- Ring the journalist back
- Be Yourself
- Play it Straight
- Be Honest
- Use simple sentences
- Avoid jargon



The Interview – Summary cont'd

- Create thinking time
- If you don't have the answer, find it
- Structure your answers
- Defuse loaded questions
- Neutralize the negative
- Rely on bridging and flagging techniques
- Enjoy the experience!

INTERVIEW
DO'S AND DON'TS

Do's and Don'ts

- Don't get involved in arguments with reporters
 - Do be polite
- Don't pass on hearsay information of opinion (i.e. your own beliefs or opinions)
 - Do be accurate

Do's and Don'ts

- Don't get too involved in detail
 - Do be clear and concise
- Don't allow media access to unauthorized places/personnel
 - Do take them and assist them where possible

Do's and Don'ts

- Don't sneer at reporters or photographers or make derogatory remarks about the quality of press reporting
- Don't try to give information "off the record". If you do not want material used, do not provide it

Do's and Don'ts

- Don't let a journalist appeal to your ego with the argument: “We won't quote you, so no one will ever know who told us”
- Do give your name to reporters – it is polite, just as they should identify themselves to you by name and newspaper

Let's Practice!