



Fundamentals of Media Relations for Counties



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CORNING PLACE COMMUNICATIONS

Founded in 2000, Corning Place Communications LLC is an award-winning strategic communications agency based in Albany. Our expert team provides a wide range of communications services including the development and execution of advocacy campaigns. Built on a foundation of strategy and creativity, our work cuts through the noise and makes an impact.

Josh Poupore, APR has more than two decades of experience managing public relations and advocacy campaigns for clients as well as providing crisis communications and media relations counsel to businesses, associations and municipalities across New York. Prior to joining Corning Place 2015, Josh worked for the New York State Dental Association overseeing communications and government relations. Prior to that he spent eight years managing media relations and public affairs campaigns for Harvard University.



CPC SERVICES

MEDIA RELATIONS State and national

VIDEO PRODUCTION

PUBLIC AFFAIRS CAMPAIGNS

SOCIAL MEDIA MANAGEMENT

MESSAGE DEVELOPMENT
AND COPY WRITING

GRAPHIC DESIGN

CRISIS COMMUNICATIONS

WEBSITE DESIGN AND
DEVELOPMENT

MEDIA TRAINING

THE EVOLUTION OF THE NEWS CYCLE



1978: World News Tonight (ABC)

Anchors Reported from:
Washington DC;
Chicago; and
London.



1986: CNN (24-Hour News)



2016: Tik Tok



HOW DO WE CONSUME INFORMATION?



Focused Ritual



Infotainment



A byte at a time

THE 5 W'S

WHO?

WHAT?

WHERE?

WHEN?

WHY?



WE NOW HAVE THE 3 B'S

- ✓ BE FIRST
- ✓ BE INTERESTING
- ✓ BE SIMPLE



CHANGES IN CIRCUMSTANCE FORCE ADAPTATION

WE USED TO BE ASKED TO THINK like
journalists ...

..TODAY WE NEED TO BE journalists .



THE APPLICATION AND EVOLUTION OF INTEGRATED STRATEGIC COMMUNICATIONS



relationship



value



customer



success



loyalty

Why Do Interviews?

“WE WANT TO BE IN THE NY TIMES”



INCOMING INQUIRY VS PITCHED STORY

Incoming Media Inquiry

Incoming media inquiries are more difficult to respond to because you have less time to prepare, less control over the story and you are less likely to get your message across.

Pitched Story

Pitched stories provide greater control because you are the main source of information.

PRE-INTERVIEWING BASICS

✓ NEVER TAKE A CALL COLD.

✓ ASK QUESTIONS.

✓ DEFINE YOUR MESSAGES.

DOS & DON'TS OF INTERVIEWING

- ✓ **DO** keep answers short. You may do a television interview for 30 minutes, but the average soundbite is 10 to 20 seconds long, so be clear and concise.
- ✓ **DO** communicate your messages. Answer questions, but don't be distracted from communicating your messages.
- ✓ **DO** use firsthand examples and descriptive language. Communicating personal experiences can be dramatic and powerful.



Interviewing example

Maggie Moroff, special education policy coordinator for Advocates for Children of New York, said suffering often awaits students like Cameron who miss out on mandated services.

“This is a big deal,” Moroff said. “If a kid isn’t getting those services, then they’re having trouble. They’re not going to be able to participate in things like reading and writing.”

- How did the interview originate?
- How long did you spend talking with the reporter?
- What would you have preferred the reporter to quote?

NYC denies nearly 9,000 kids with disabilities the services they need



BY

BEN CHAPMAN

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NEW YORK DAILY NEWS
Monday, September 4, 2017,
5:00 AM

The city is illegally denying necessary services to thousands of students with disabilities — and the poorest kids get cheated the most often, according to advocates and data the Daily News obtained.

As of May, 8,854 public school students with disabilities were lacking services such as speech therapy, physical therapy and counseling, according to figures the city Education Department supplied.

State law requires city schools provide supports for students, and those services are spelled out in the kids' medical treatment plans. But in thousands of cases, schools don't have the facilities or staff to deliver mandated services.

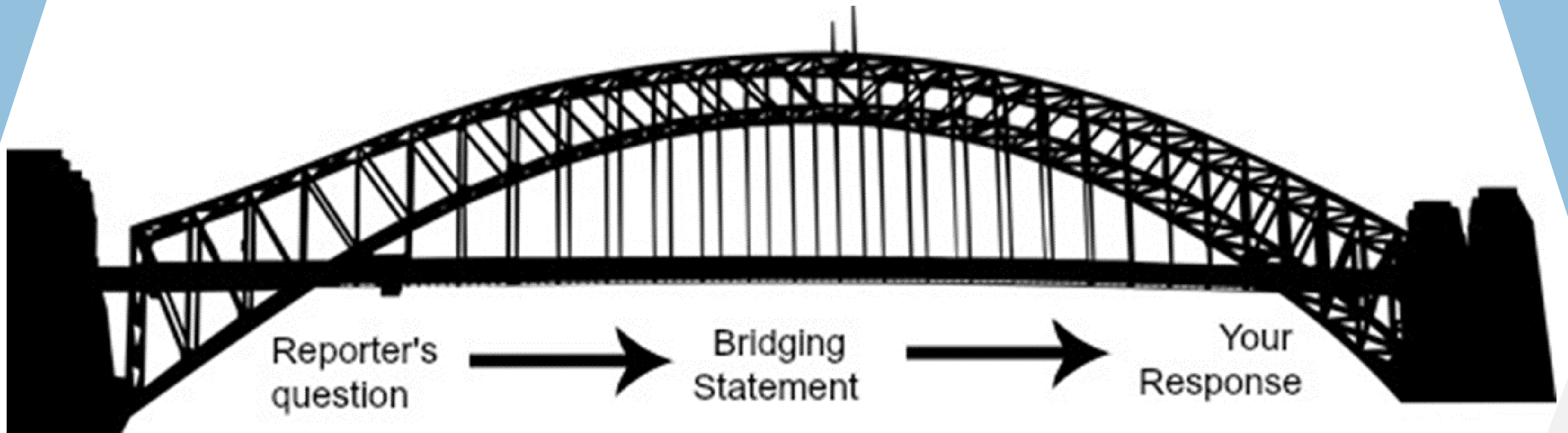
The city's data show students from underserved districts in the south Bronx and Brooklyn are most likely to be deprived of the services they need to learn in comfort and safety.

[Education Dept. lost track of \\$84M for disabled student services](#)

DOS & DON'TS OF INTERVIEWING, CONT'D

- ✓ DO speak simply, don't use jargon.
- ✓ DO question facts.
- ✓ DON'T discuss hypothetical situations or unfamiliar matters.
- ✓ DON'T lie or bluff.

Bridging statements



BRIDGING STATEMENTS, CONT'D

If the reporter asks an innocent enough question, answer it. But if it's a really tough question, answer in as few words as possible—"yes" or "no" or "perhaps" then bridge to your key message using a bridging statement, like this:

Reporter:

"Isn't it true that the accident could have been avoided?"

Interviewee:

"Perhaps. But we had absolutely no way of knowing that the machinery was faulty. We now have a fail-safe system in place."

BRIDGING STATEMENTS

Here are 11 other bridging statements you can use even in routine media interviews, as well as when you're on the hot seat:

1. "WE FIND THE MORE IMPORTANT ISSUE IS ..."
2. "I think it would be more accurate (or correct) to say..."
3. "Here's the real problem..."
4. "What I've said comes down to this..."
5. "Let me emphasize again..."
6. "What matters most in this situation is..."
7. "While _____ is important, it's also important to remember that..."
8. "It all boils down to this..."
9. "While I cannot fully explain this rationale, what I do know is..."
10. "And that reminds me..."
11. "Before we leave this subject, I need to add..."

FACE-TO-FACE INTERVIEWING TIPS

- ✓ Be prepared.
- ✓ Relax and be personable.
- ✓ Support your facts with written materials, if possible.
- ✓ Use good body language.
- ✓ Don't go "off the record".

Telephone Interviewing

Tips

Use all the tips for face-to-face interviews and add the following:

- ✓ Don't use a speaker phone.
- ✓ Stand up.
- ✓ Use a convincing voice tone.

Television Interviewing

Tips

- ✓ Talk in sound bites.
- ✓ Concentrate on the interviewer, not the camera.
- ✓ Watch your body language.

The Communications Strategy

- Embracing a philosophy of effective communications allows you to create a plan that will meet your organizational objective.
- Not business as usual.
- Recommending a different type of campaign based on FundamentALS.

THE FUNDAMENTALS

✓ AFFIRMATIVE

✓ LAYERED

✓ SUSTAINED



TETHERED TO KEY ORGANIZATIONAL GOALS

Primum Non Nocere

First Do No Harm

Carpe Diem

Seize the Day



AFFIRMATIVE MESSAGES

Connect theme and objective in a credible manner.

Here are three fundamental firefighter messages:

1. Protect the community we serve
2. Ensure the safety of our members
3. Want to be part of the solution



What are your messages?

- Develop three key messages that are fundamental to the Advocates for Children of New York and its objectives.
- When finished, assign a spokesperson to deliver those messages to the group.

LAYERING

Establish a foundation and a thoughtful linkage for every interaction and pursue creative engagements

1. News releases
2. Direct Mail
3. Advocacy efforts
4. Special events
5. Opinion pieces
6. Media platforms such as websites, Pinterest, Twitter



SUSTAINED

Remain committed to a disciplined plan that advances your objective.

Like waves on a beach.

A decorative graphic at the bottom of the page consisting of several overlapping, wavy bands of blue. The waves are stylized and flow from left to right, creating a sense of movement and rhythm. The colors range from a deep, dark blue to a lighter, medium blue.

MAKING NEWS

Today it is easy to reach reporters, the challenge is securing placement in a very competitive environment

- Timely conflict
- Metrics, magnitude, or reporting a score
- Advancing a provocative or thoughtful notion



Time to practice

Scenario: A reporter calls you at 2:00 PM asking you to comment on a preschool program for developmentally disabled children that had been falsely billing for services not provided.

- Prepare for an interview including worst possible scenario questions.

QUESTIONS?

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