



# Understanding the Media Environment

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# Overview

# Media Breakdown



## EARNED

Result of media relations efforts to gain coverage in print, TV, radio and online outlets



## OWNED

Content created and hosted on controlled channels



## SHARED

Owned or earned content circulated by general public via print or social media



## PAID

Message/content placed in front of an audience for a fee



# Media Relations

## An Opportunity for Collaboration

### Reporter Objectives

- Communicate newsworthy topics
- Connect with audiences
- Provide context

### Spokesperson Objectives

- Share unique story
- Connect with readers
- Increase awareness





# Intro to Pitching

# Media Relations: The Basics

- Targeted media list
- “The pitch,” relevant background, and facts
- Media relationships
- Time to pitch and coordinate interviews
- Credible spokespersons/interviewees
  - Expert
  - Relevant, personal testimonial
  - Organization/company spokesperson
- Patience



# Tailor Approach by Audience



Online/social media vs. traditional media

Consumer media vs. trade/professional media



Broadcast media vs. print media

Evergreen stories vs. breaking news





# Becoming a Spokesperson



# Know Your Story

- Speak from experience
- Provide examples/anecdotes
- Use quotable language
- Practice key points



# Determine The Agenda

- Know the media outlet and prep accordingly
  - Print/online
    - In person or over the phone?
  - TV/Radio
    - Live or taped?
    - Where?
    - How long is the segment?
- Secure questions/topics in advance (if possible)
- Understand the angle/timely hook





# Tips and Reminders



# Take Control

- **Bridge** back to key messages
- Understand **blocking**
- Know when to **redirect** a question
- **Anticipate** tough questions
- Turn negatives into **positives**



# Transitions

**Perhaps the most valuable interview response technique is the “bridge” or transition statement. This is a quick means to linking or re-directing any question back to one of your message points**

That’s an interesting question.  
Let me remind you, though...

Let me step back for a moment and  
give you some background...

I’m not the best person to answer that.  
What I can tell you is...

That’s an important point because...

Another thing to remember is...

The key thing is...

Before I forget, I want to add...

What that means is...

Before we move on, I just want to add...

The main reason I’m here to talk to you is...

Before we run out of time, I want to add...



# Interview Checklist

- Speak in a conversational, upbeat tone
- Be personable and tactful
- Give brief, but complete, answers
- Keep calm
- Be honest



# Broadcast Tips

- Maintain eye contact with the interviewer, not the camera
- Pause before answering
- Restate your answer from a clear perspective
- Wear solid colors, not prints (Avoid wearing white)
- Look your best



# Reminders

- Silence is OK
- Never wing it
- Know when not to answer
- Nothing is “off the record”
- Don’t expect to review
- Be available and flexible





# Examples

The text 'Role Play' is centered within a large black circle that has a white double-line border. The words are stacked vertically in a bold, teal, sans-serif font. The background of the slide is a light grey image of people dancing, overlaid with a pattern of overlapping circles in various shades of green, teal, and black.

Role  
Play

A large black circle with a white double-line border is centered on the slide. Inside the circle, the words 'Breakout Session' are written in a bold, teal, sans-serif font, stacked vertically.

**Breakout  
Session**