Working with the Media

Best practices for Kiwanis media relations

Saturday, March 5, 2016
Columbus, Ohio

Kiwanis International
Introductions

• Vicki Hermansen, PR manager
• Steven Hadt, Office of the President
• Lisa Dudeck, PR specialist
Is it News?

- Extraordinary
- Interesting to others
- Timely
- Data
- Visual – photos, graphics, video?
- Follow up
Part 1: Key messages
Key Messages

• Key messages are used beyond media interviews
• Should be “take home” message:
  ▪ Media interviews
  ▪ Speeches
  ▪ Presentations
  ▪ Internal communications
Key Messages

• What you want audience to remember/media to repeat – in 3s
• Should be your first and last point
• Simple, quotable quotes
• Speak from your heart
• Lose the jargon
• Key messages must inform
• Appeal to eye and ear
• Strong messages set Kiwanis apart
EXERCISE

• What are three key messages for Kiwanis International?

• What are three key messages for Amy Zimmerman’s year as governor?
• Your club is presenting a check for $1,000 to the fire department.
• Your club is hosting a free car seat safety check in partnership with the fire department.
• Your club is donating trauma dolls to the local hospital.
• Your club is hosting a community pancake breakfast fundraiser.
• Your district is planning an event to break a world-record for pancakes served—proceeds go to a local project.
Preparing a news release

- Translate key messages to news release
- Catchy headline
- Single page - “hook” in the first paragraph
- Include contact info for someone who can respond immediately
- Include a boilerplate
- DO NOT attach it in an email
- Follow AP Style
Anatomy of a Media Release

Contact:
PR Chairman
Phone number
Email address

Ohio woman makes history, serves as part of notable leadership team

CINCINNATI, OHIO – Oct. 1, 2015 – Amy Zimmerman takes office today as the Ohio District leader of Kiwanis International. She joins the administration of the first woman to serve as Kiwanis International president.

Zimmerman is a member of the Kiwanis Club of Cincinnati. She is one of 14 woman leaders who will govern with Kiwanis International President Sue Petrisin during the Kiwanis year. The international volunteer organization focuses on serving the children of the world. Zimmerman’s club participates in projects with the Ronald McDonald House, Freestore Foodbank, Avondale Boys and Girls Club, Wesley Chapel Mission Center in Over the Rhine, University of Cincinnati Circle K Club and many others.

Zimmerman is a client manager at Hewlett Packard Enterprise for the Procter & Gamble Account in Cincinnati, Ohio. A member of Kiwanis since 2001, she has served Kiwanis as distinguished president and secretary of her club, distinguished lieutenant governor for her division, district
Madeira woman makes history with Kiwanis

9:34 a.m. EDT October 19, 2015

Madeira resident Amy Zimmerman took office Oct. 1 as the Ohio District leader of Kiwanis International. She joins the administration of the first woman to serve as Kiwanis International president.

Zimmerman is a member of the Kiwanis Club of Cincinnati. She is one of 14 woman leaders who will govern with Kiwanis International President Sue Petrisin during the Kiwanis year. The international volunteer organization focuses on serving the children of the world. Zimmerman’s club participates in projects with the Ronald McDonald House, Freestore Foodbank, Avondale Boys and Girls Club, Wesley Chapel Mission Center in Over the Rhine, University of Cincinnati Circle K Club and many others.

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Practice makes perfect

- Read the scenario
- Develop key messages
- First paragraph
- Headline, subhead
Kiwanis builds reading oasis at Berylwood

Reading room open to families after school
By Hector Gonzalez
hector@theacorn.com

Kiwanis builds reading oasis at Berylwood

Kiwanis builds reading oasis at Berylwood

Mirror the school motto at Berylwood Elementary, local Kiwanis Club members are literally ‘Building a Better Education’ at the 500-student campus.

About a dozen volunteers from the Simi Valley branch of the national service organization this month are finishing work on the Oasis Reading Room, a new literacy resource area being built inside a converted classroom at the K-6 campus on Heywood Street.

The volunteers hope to have the $10,000 project completed in time for a scheduled ribbon cutting Feb. 29.

“My original goal was to put it together later on this spring, but the school wanted to have it opened to tie in with ‘Read Across America,’ which is March 2,” Kiwanis volunteer and project coordinator Lorraine Erickson said last week. Read Across America is a nationwide literacy campaign spearheaded by the National Education Association.

Longtime Kiwanis member wins club's highest award

By EMILY GORDON, Sentinel Staff Writer

Every so often, members of Bowling Green Kiwanis come together in a committee to select a recipient for the club’s most prestigious award - the Distinguished Community Service Award.

As far as former Kiwanis president Galen Ash is concerned, Drew Hanna was most deserving of the club’s most recent prize.

“It’s been over two years since we gave out the last one and we maybe wait longer than we should, but handing it out too often would take away from the seriousness of the award. We’re very stingy about it,” Ash said. “The committee was pretty unanimous that Drew should get it. He far exceeds what’s expected of him.”
Finding the Right Reporters

- Do your homework
  - Check news outlet websites to find reporters’ beats
- Read, watch, listen to the reporter or bloggers’ most recent stories
- Use a personal touch whenever possible
- Build your list
Working with the Media

Part 2:
Pitch perfect
Determine the story format:

- Feature story
- News brief
- Newspaper article
- Voiceover with/without soundbite
- Reporter or anchor package
Reaching out to the Media

- Great pitch
- Individual approach
- Bulk contact
  - Use email merge
- Be ready to respond
Control the interview by:

- Knowing basic facts about your club and the organization
- Being succinct; don’t ramble
- Be comfortable with silence
- Be consistent
Working with the Media

- Be the expert
- Accessibility buys goodwill and trust
- Off the record
- Understand the timeframe and respect the deadline
- Let reporters know if you can’t deliver within their timeframe
Tips to Keep it Tip Top

• For TV:
  ▪ Dress appropriately—logowear at a project; jacket for in-studio
  ▪ Look at the reporter—not the camera
  ▪ SMILE

• For radio:
  ▪ Bring your notes
  ▪ SMILE

• Always thank the reporter
Best Sound for your Sound Bite

- Speak with more energy, range and volume than usual
- Replace uh’s, um’s, ah’s, you know’s and OK’s with a pause
- Use plenty of inflection – not monotone
- Use pauses to mark transitions in your remarks, or to emphasize a point
- Remember: Don’t negate the presentation by “collapsing” at the end
Bridging
• Try, “Let me emphasize...”
• Anticipate questions and plan your bridges in advance
• Don’t wait for the right question; it is your job to find the opportunity to work in your message
Part 3: The interview
Practice makes perfect

- Read the scenario
- Key messages
- Practice Q&A
- Select a spokesperson/reporter
Don’t wait. Call us immediately.

Find out what the reporter wants to know and a timeframe to respond.

Don’t answer speculative questions.

Again, call us immediately.
Social Media

- Be timely and relevant
- Use your key messages
- Always use a photo
- Include link to website with more info
- Monitor
Summary

- Preparation is the key
- Know, use key messages
- Reporters use YOU as the expert
- You can control the interview through key messaging, bridging and knowing when to stop
- Thank the reporters for their interest
Thank You!