Communicating and Working with the Media

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Whoever can change public opinion can change the government

Abraham Lincoln
Traditional Media are still relevant

- 88% trust traditional news organizations the most
- 84% consume news everyday
- Is digital the new traditional?
Media Mindset

- Defenders of justice
- Bias toward the underdog
- Influenced by integrity
Understand the Reporter

- Experience
- Motivation
- Depth of knowledge
- Talent
- Deadlines
Understand Story Telling

- Conflict is good
- Simple is good
- Compelling is good
What Media Needs

- Accessibility
- Rapid response
- Sources
- Location
Do they get it right?

• Most of us learn to write by 2\textsuperscript{nd} grade and then go on to do other things
• Sometimes it’s wrong on purpose, but not often
  – You can help get it right!
Form Relationships Early

- Identify the players
- Familiarity is not family
- Resource as well as a source
Who makes the best spokesperson?

- Articulate
- Passionate
- Level headed
- Respected
- Credible
- Experienced
- Telegenic
How do you measure success?

- Realistic expectations
- Did you tell the truth?
- Did you tell it well?
- Did you make a difference?
Preparing to work with the media..

- Anticipate the issues, questions, answers
- Never say no comment
- Never argue or debate
- Never cave into silence
- Don’t ever use lingo

*Focus on your goal, always get your message across*
Best Tips and Tricks

- Use warm and fuzzy words; care, feel, appreciation, understand
- Don’t let the lie, lie
- Relate to the audience
- Clear, concise, correct

*People want to know that you care more than they care what you know*
Always remember..

- One negative thing reported takes three positive things to forget
- Be yourself
- Admit that you don’t know, if you don’t
- Stop taking everything so seriously
Questions?

- Contact me!
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