WORKING WITH THE MEDIA

PRESENTED BY: ANNE MARIE LEVIS & JENNIFER RICHARDSON

SPONSORED BY:
WELCOME
MEET ANNE MARIE
& JENNIFER
MEDIA EXPERTISE

Combined 30+ years of Media and Spokesperson Experience in:

• News Reporting
• Public Information Officer in Education and Government
• Corporate Crisis Counsel
• Strategic Advisor on Negotiations and Strikes
WHO IS FUNK/LEVIS?

• Brand, Marketing & Crisis Communications Firm
• 10 employees
• Founded in 1980
• Local, regional & national clients
WHAT WE DO

• Branding & Design
• Public Relations & Strategic Communication
• Marketing & Advertising
• Digital Marketing
• Visual Storytelling
• Wayfinding
FUNK/LEVIS TEAM

Anne Marie Levis
President & Creative Director

Chris Berner
Senior Designer

Hailey Pratt
Account Assistant

Jason Anderson
Designer

Jennifer Richardson
Account Manager

Jolene Taylor
Designer

Lilian Morrill
Account Assistant

Mindy DeForest,
Senior Account Manager

Missy Stedman-Tapper
Accountant

Alisha Roemeling
Writer
WHAT BROUGHT YOU HERE TODAY?
STATE OF MEDIA IN 2019-20

Mobile Usage 52%
Newspaper
Ad Revenue
TV News 10%

Courtesy: Local news habits and Pew Research
WHAT ARE THE TOP ISSUES FOR AMERICANS?

54% – The availability and affordability of healthcare
53% – The economy
46% – The way income and wealth are distributed in the U.S.
43% – Crime and violence

39% – Illegal immigration
38% – Drug use
37% – Unemployment
34% – The quality of the environment
28% – Race relations
25% – Climate change

Courtesy: ABC News
TOP ISSUES FOR OREGONIANS

- Homelessness
- Drug epidemic
- Politics/upcoming elections
- Education
- Crime
- City/County funding
- Weather: flooding, fires, snow
WHAT IS IT LIKE TO BE ON THE INSIDE OF A NEWSROOM?
BEHIND THE SCENES IN A NEWSROOM
WHAT DRIVES REPORTERS?

• Passion and Ambition
• Business of News
• Extreme Deadlines
• Focus to get the story
• Working on their own
WHAT MATTERS

- Visuals
- Interviews
- Facts
- Clarity
- Relationships
WHAT DEFINES NEWS?

There are four basic things that generate news:

1. Conflict
2. Controversy or Crime
3. Innovation
4. Weird
WHAT DEFINES NEWS? (cont)

Other elements of news worthiness:

- **Importance**: What’s the impact?
- **Prominence**: Does it involve well-known people?
- **Proximity**: Did it happen here?
- **Timeliness**: Is it happening now or soon?
- **Feature**: Feel good
INSIDER’S POINT OF VIEW: HOW TO BE THE BEST SPOKESPERSON
TELLING YOUR STORY THE BEST WAY, EVERY SINGLE TIME

Hint 1: Don’t fear the media
TELLING YOUR STORY THE BEST WAY, EVERY SINGLE TIME

Hint 1: Don’t fear the media
Hint 2: It’s your story to tell
TELLING YOUR STORY THE BEST WAY, EVERY SINGLE TIME (cont)

Hint 3: Prepare NOW
- Fact Sheet
- Talking points
- Messaging worksheet
- Interview practice
TELLING YOUR STORY THE BEST WAY, EVERY SINGLE TIME (cont)

Hint 4: Storytelling is critical
TELLING YOUR STORY THE BEST WAY, EVERY SINGLE TIME (cont)

Hint 4: Storytelling is critical
Hint 5: Remember it is about the “why”
FROM START TO FINISH, YOU’RE “ON”
PRACTICAL TIPS

• STOP TALKING WHEN YOU ARE DONE
• There is no “Off the Record”
• Avoid saying ‘no comment’
• Don’t be afraid to say you don’t know and will get back to them
PRACTICAL TIPS (cont)

• Explain the process in place to find answers
• If you are actually misquoted get a correction
• Tell the Truth!
• Don’t speculate...ever!
CASE STUDY 1

A neighborhood group is unhappy with rezoning of property for low-income housing development. They are gathering signatures for a petition and an investigative reporter calls you for an interview. What are the top things you do?
CASE STUDY 2

Community members are unhappy with 5G and want to bring media in to a community discussion. What would you do?
CASE STUDY 3

Your city manager has received a very positive review and the elected leaders want to give a large raise, but you have negotiations starting soon. How do you talk about this?
QUESTIONS?
THANK YOU!