

ON AIR

Engaging with the Media



Media: Friend or Foe?





Trust in the media

While Americans are more likely to trust than distrust many prominent news sources, there are very few organizations that are trusted by more than a small proportion of Americans on both sides of the political aisle.

Media ensure democratic electoral process



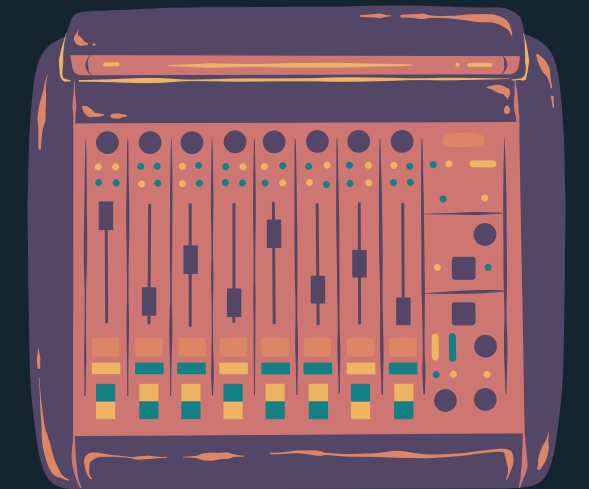
Transparency /
Watchdog



Campaign
Platform



Debate &
Discussion /
Public Voice



Public Educator

So how do we engage the media?



Proactive – Pre-Planned Strategy

Pre-election, Voting Day, Count, Results

- Media Briefings
- Press Conferences
- Press Releases & Social Media (the new release)
- Websites
- Press Tours
- Media Center
- Pre-recorded audio and video
- Interviews



Reactive – Disinformation, Crisis Communications / Inbound Calls

- Prepare / Plan Ahead
- Respond (speed and transparency are key)
- Recover (repair your reputation)

Proactive Strategy

- Key Messages
- Audiences (what, when and where do they consume media)
- Spokesperson
- Partner with other credible sources



Disinformation

- Email / Website for Claims
- YouTube Ads
- Social Media
 - Direct Response
 - Verify Accounts
 - Listening Tools / AI Tech





Crisis Communications

- Plan Ahead
- Speed and Transparency Are Key
- Repair Your Reputation
- Other Tips
 - Internal Comms
 - Language is Important



In-bound Calls & Interviews

- No Comment Is Not Acceptable
- Buy Yourself Time
- Don't Repeat!
- Have Humility
- Stay on Message
- Use Bridging

Social Media: the new press release

- Stay authentic and be transparent.
- Keep the tone "human"
- Get info out quickly
- Use social listening tools



Resources:

Public Relations Society of America – prsa.org

International Association of Business Communicators – iabc.com

Association for Women in Communications – womcom.org



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