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California Reducing
Disparities Project
Media 101 Training



California Pan-Ethnic Health Network

Presentation Agenda

- Understanding the media
- Working with the media
- Selecting strategy for working with media:
 - Print, broadcast, radio – When to use what
- Print characteristics and tips
- Broadcast characteristics and tips
- Radio characteristics and tips
- Telephone interview characteristics and tips

Understanding the Media

Types of Media

- Television
 - News shows, Broadcast “Magazines”, Talk Shows, etc.
- Radio
 - National, Local, Podcasts, Specialized (Sirius, XM, etc.)
- Print
 - Newspapers, Magazines, Industry Trades, Newsletters, Journals, etc.
- Internet
 - News websites, Gossip websites, Blogs, etc.
- Ethnic Media (a part of ALL media types)
 - Traditional media, chambers, community organizations, etc.

Understanding the Media

Media in the US

- 1,286 daily newspapers – down from 1,408 in 2008
- 11,231 commercial radio stations – steady since 2001
- 1,761 commercial television stations – steady since 2001
- 80,000+ self-employed writers who provide content for digital news organizations and blogs
 - 4,500+ in California alone

Understanding the Media

News and What Is It?

- *Immediacy*: How current is it?
- *Proximity*: How close is it geographically?
- *Consequence*: What does it mean to all of us?
- *Prominence*: What superlatives are involved in the story?
- *Suspense*: Especially if ongoing.
- *Conflict*: Pros and Cons.
- *Slice of Life*: Human Interest.

Understanding the Media

Reporters...

...Don't hate everyone in the world

But they don't love you, either

...Aren't out to make you look bad

But they don't get paid to make you look good

...Don't have a hidden agenda

But they determine what news is

...Don't seek to misquote you

But they won't write a bad quote into a good one

...Don't intentionally misquote you out of context

But their context often comes from you

...Are human beings

Want a pat on the back just like you. Only it may be at your expense.

Understanding the Media

Reporters are your conduit of information to key audiences

- * Some are polite, some are gruff
- * Some work harder than others
- * Some are better trained than others

Most, however, share certain things in common

- * “Stand in” for their readers or viewers
- * Have a healthy skepticism

Their skepticism grows keener when they face exuberant or confused storytellers.

Understanding the Media

Reporters generally will not:

- Provide questions prior to the interview
- Allow you to see a story before it is aired or published
- Allow you to edit comments or quotes
- Divulge sources of tips or information
- Discuss comments made by competitors

Ethnic Media Trends

An estimated 29 million people are primary consumers of ethnic media.

51 million Americans are primary or secondary consumers of ethnic media.

Primary consumers – Ethnic media is their first or only media source.

Secondary consumers – Ethnic media is their second media source after traditional.

Ethnic Media

Consume some form of ethnic media

- 87 percent of Hispanics
- 74 percent of African Americans
- 70 percent of Asian Americans

350 + media outlets feature “*LGBTQ Interest*” content*

25 + media outlets feature “*Native American Interest*” content*

* *Cision media tracking services, 2020*

Ethnic Media

Where do African Americans audiences get news?*

- African Americans audiences get their news from various sources — television, Internet, mobile/ digital and newspapers. Radio has the least engagement, with only 9 percent of the African American audience using it for their main news source.
- **The majority of the African American audience (86 percent) prefers to get their news from television.** Forty-nine percent of the African American audience go online daily and 30 percent of read daily newspapers.
- 63 percent of African American Internet users visit social networking sites regularly.

**Source: Georgetown University – National Center for Cultural Competence*

Ethnic Media

Where do Hispanics/Latinx audiences get news?*

- **Radio is by far the most abundant media format for reaching Hispanic audiences.** More than 95 percent of the Hispanic audience tune into radio for news, and most — nearly 85 percent of Hispanic audiences ages 25 to 54 — listen on the weekends.
- Mobile/digital media is a preferred format for receiving news among Hispanic audiences, with 78 percent getting their news from handheld devices like a smart phone.
- Bilingual and English-dominant Hispanic audiences use Internet and mobile/digital media far more than Spanish-dominant Latinx, but Spanish-dominant Internet usage is increasing.
- Weekly newspapers are most common amongst this audience, with 23 percent of Hispanic audiences reading daily newspapers.

**Source: Georgetown University – National Center for Cultural Competence*

Ethnic Media

Where do Native American audiences get news? *

- Statistically, Native American audiences are accessing news online, relying on mobile/digital handheld devices as information resources (non-written content).
- **Radio remains the most prevalent medium for Native American audiences**, and broadcasts air in both English and tribal languages. The number of radio stations serving Native communities increased by 45 percent in 2011.
- Many Native communities continue to rely on tribal newspapers for information, and hundreds exist that are hyperlocal — focused on the news of tribes and villages nationwide.

**Source: Georgetown University – National Center for Cultural Competence*

Ethnic Media

Where do Asian American audiences get news? *

- **Asian American audiences are heavy daily users of the Web.** 70% of Asian-American Internet users are online on a typical day.
- Asian-American newspapers reach a substantial percentage of the nine million Asian-American adults in the United States. **Approximately 80 percent of all Korean, Chinese and Vietnamese adults read an ethnic newspaper** on a regular basis.

- **Source: The Nielsen Media Company, NBC News*

Working With the Media

Responsibilities

You have the responsibility to and should:

- Speak as an expert
- Be prepared
- Represent your organization
- Deliver credible, newsworthy information
- Use techniques to enhance the interview
- Avoid manipulation and misrepresentation

Working With the Media

There are a number of tools available to you:

- Personal relationships
- Expanded relationships with owners and media personalities
- The news (or media) release
- The news advisory
- The op-ed piece
- Letters to the editor
- White papers
- Special events/facility openings

The News Release

- Inverted triangle format (1-2 pages).
- Write in the third person.
- Include photographs if appropriate – only high resolution.
- Inform reporters when a release is sent to others at the same news organization.

The News Release

- For Immediate Release
- Contact
- Headline – Be creative in one sentence
- First Paragraph – the Five W's
- Second Paragraph – Details why this is important
- Boiler plate statement describing your organization
- End with ###

See our templates!

Other Tools to Consider

- Establish relationships with local reporters.
 - Leverage relationships for communication and access.
- Letters to the editor.
 - Get your specific part of an issue highlighted from your point-of-view.

Other Tools to Consider

- The op-ed (opposite editorial).
 - Long-form editorial, expansive coverage of your issue. Can have more than one author.
- The news advisory.
 - All of the information about your issue, including quotes by relevant individuals, distributed across the media landscape.

Special Events

- Utilize the popularity of people in your community by having a recognizable spokesperson
 - Example: an elected official or community leader
- Spread the word to the community
 - Use various channels: e-mails, groups, posters, flyers, online bulletins
- Contact local leaders and get on their agendas early

Special Events - Considerations

- Need to be able to compete with other news
- How is your event fresh, current and surprising?
- How can you add something unique?
- Don't replicate what everyone else is doing
- Example: Create an interactive art installation with a purpose that relates to your work
- Use your amazing creativity!

Special Events - Considerations

- Localize the story
 - Tell the media why the event would benefit their viewers/listeners
- Give proper notice to media of your event
 - 48-24 hours is the typical “magic window” for notice
- Post your event on social media
- Make sure a contact person with a mobile phone is available day of event **and offer to text reporters**

Special Events - Considerations

- Be accommodating to media at event
 - Offer interviews with keynote speakers
- Have media materials ready to distribute at event
 - i.e. A folder with the press release, fact sheets, promotional materials, quotes
- Arrange for your own pictures
 - Reach out to the media after the event with a press release written in the past tense and your photos

Media Characteristics

Print:

- Generally have afternoon deadlines
- Who to contact?
- Beat reporters
- May record/take notes
- Can drive other coverage
- Ability to go into more detail and get messages across

Television:

- Near constant deadline/television news cycle
- Who to contact?
- Usually no beat/topical reporters – all general assignment
- May have limited knowledge in your issue
- Will often follow print coverage in local markets
- Quick and quotable – but not glib
- Practice your answers in 30-second soundbites

Radio:

- Who to contact?
- Very limited news staff – all general assignment
- May have limited knowledge in your issue
- Will often follow print coverage in local newspapers
- No visuals – so create the story

Print outcomes / goals

- Print/online publication about your issue
- Potential for follow-up article(s)
- Other media could become aware of your issue and public reports

Television outcomes / goals

- On-air/online broadcast about your issue
- Ability to share your cause with a wide audience
- Narrative-changing

Radio outcomes / goals

- On-air/online broadcast about your issue
- Ability to share your cause with a wide audience
- Immediate awareness of a timely issue

Telephone Interview Characteristics

Print, television, and radio media outlets can all conduct interviews via telephone.

- Preferred by many reporters
- Best for print, but not for television or radio
- Reporter is likely on deadline
- Story may be nearly completed, so be aware
- Best time to have your notes in front of you

Telephone Interview Characteristics

General Rules of Engagement

- Always return calls promptly
- Never miss a reporter's deadline
- Never say "no comment"
- Don't answer if you don't know; say you don't know and get back to them
- It's NEVER off the record; don't say it if you don't want to read/hear it
- Avoid hyperboles (shocked, best, worst, etc.)
- When does the interview begin and end?
- Set the time parameters of the interview at the beginning.