



**STEP BACK FROM THE LEDGE..... AND INTO THE CONVERSATION**

**Media Advocacy for School Business Officials**

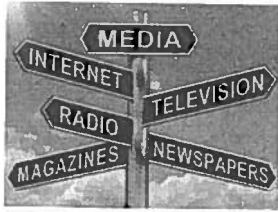


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**UNDERSTANDING THE MEDIA**



**TIMES THEY ARE A CHANGIN'**

- Industry changes
  - > Layoffs and shrinking operations
  - > Advertising moving online
- Education and local coverage
  - > Not as prominent
- Outlets and platforms – new channels, new sites, new places to preach
- Social media – influence continues
  - > Rise of fake news


**WHAT DETERMINES NEWSWORTHINESS?**

<p><b>Importance / Impact</b></p> <ul style="list-style-type: none"> <li>• If it bleeds, it leads</li> <li>• Number of people affected</li> </ul> <p><b>Timeliness</b></p> <ul style="list-style-type: none"> <li>• People are talking about.....</li> <li>• Connecting local stories to national interest</li> </ul>	<p><b>Uniqueness</b></p> <ul style="list-style-type: none"> <li>• First, best, last, only</li> </ul> <p><b>Human Interest</b></p> <ul style="list-style-type: none"> <li>• Babies and animals</li> </ul> <p><b>And Most Importantly...</b></p>
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**JOURNALISM 101**


- Terms: 5 W's, inverted pyramid, beat, GA reporter
- Difference between beat and GA reporter
- Know their deadlines and budgets; do they blog or tweet?
- Breaking news trumps all other coverage
- DON'T LIE!!
- Certain topics will always make the news

**WHO ARE THOSE GUYS?**



### WHO ARE THOSE GUYS?

- Most have bachelor's degrees
- Underpaid – salaries range from low \$20K to mid \$50k
- Most are general assignment, few specialists
- Little if any experience with education – they are journalists, not educators
- Some full-time, many freelance
- Most will leave education beat after a few years
- Very, very resourceful



### WHO ARE THOSE GUYS?

- Almost all have personal brands
- Active on social media – personal and professional Twitter and Facebook accounts
- Responsible for many more aspects of a story
- Have instant access to multiple platforms – locally and nationally
- Search/troll social media for potential story ideas and leads
- Tougher



### NEUTRAL NEWS

**Does not exist**



### SOCIAL MEDIA

#### Generating Your Own News


#### Rumor Mill Management



### RESEARCH SAYS...

News/Information being consumed in different ways<sup>1</sup>

- A majority of U.S. adults – 62% – get news on social media, up from 49% in 2012
- Number of U.S. adults who use Facebook – 67%
- Number of Facebook users who get news from Facebook – 66% (this about 44% of the general population)
- 59% of Twitter users get news from Twitter



1 Pew Research Center. "Social Media News Consumption." February 2014. <http://www.pewresearch.org/2014/02/19/social-media-news-consumption-2014/> Accessed November 28, 2016.

### SOCIAL MEDIA - OVERVIEW

- Public already engaged
- Everyone is a reporter – even kids
- Rumors are reality – fake news
- But is it really any different?
  - Just a new place to meet
- Opportunity to inform
- Opportunity to leverage
- Short, concise and to the point



### SOCIAL MEDIA - OVERVIEW

- Place to build relationships with stakeholders
- Promote your brand
- Manage rumors



### SOCIAL MEDIA - OVERVIEW

Almost all news organizations utilize Facebook, Twitter, and Instagram.

**Facebook (no character limit)**

- Write a message on your legislators' Facebook pages.
- Keep it short and concise.

**Twitter (140 character limit)**

- Post a tweet directly to your legislator using @ and the legislator's twitter handle
- If part of a campaign, be sure to use a hashtag (#) to link to a larger message/campaign
- Be part of a Twitter Townhall

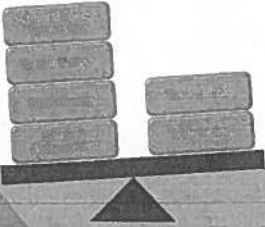
**Instagram**

- "A picture is worth a 1000 words"
- Share photos and videos of your successes

### GENERATE YOUR OWN NEWS


Good News

Bad News



### GOOD NEWS

**Do it and tell about it!**  
Photos, hashtags, links




### BAD NEWS

Break your own bad news  
 Appoint spokesperson  
 Notify communications or designated staff  
 Notify board president/school board  
 Complete a media tip sheet:

- Who?
- What?
- When?
- Where?
- Why?

Notify affected parties first



### BAD NEWS

Refer media inquiries to communications staff


**Clear and consistent message**

- Own blame
- Reassure public
- Address issues
- Next steps

**Speak in unison**

**Avoid additional controversy**

- If it's not an issue don't make it one
- Don't pile "hot button" issues on top of one another



## TAKE AWAY #2

### Activity – Generate Your Own News

1. Brainstorm three ideas for positive news stories.
2. Extra credit: List a bad news story about your district that you wish your district had broken itself.



## DEVELOP A STRATEGY

1. Decide who is responsible for media contacts.
2. Develop district talking points for administrators, board, parents and educators
3. Be sure to have a consistent message with the public and the media.
4. Set goals and decide on your approach.
5. Become a reputable and dependable expert source.
6. Provide photos and/or photo opportunities
7. Do's and Don'ts

## MESSAGING

### What is messaging and why is it needed?

- Helps the interviewer steer the interview and stay on point

### Stay on Message

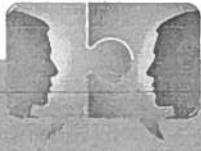
- Know what you want to say
- Know what the opposition wants to say
- Know what the opposition wants you to say
- Develop three key points
- Do not stray from message

### Create a Bridge

- Weave a key point into each answer
- Deflect negative and hostile questions

### Supporting Information

- Storytelling vs. Statistics



## TAKE AWAY

### Interview Preparation Sheet

Purpose: Gather your thoughts, internalize emotion

Homework – complete *before* the interview

Think through the process

Prepare key points and statement/sound bites (like a script) – this is most important

Remember what you cannot say

Anticipate questions

Follow-up documentation

Result – More prepared, calmer, easier to stay cool

## DURING AN INTERVIEW

### Relax

- Be Calm

### Be in control

- You're the expert
- Shout your good news
- Break your own bad news
- Know your talking points
- Frame your message
- Use your language/your words



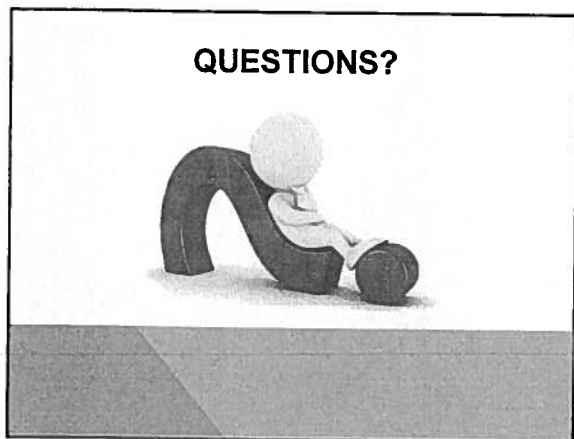
## DURING AN INTERVIEW

### Answers

- It's okay not to have an answer
- Answer only the questions
- Don't just answer questions – inform
- Not necessary to answer speculation
- Be a good listener
- Nothing is off the record

### Concluding an Interview

- When is this going to run/air?
- Have I answered all of your questions?
- BTW



**STEP BACK FROM  
THE LEDGE.....  
AND INTO THE  
CONVERSATION**

**A Workshop for  
School Leaders**

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