Overview…
- Here’s What Happened
- General Suggestions for Postsecondary Media Relations
- Media Concerns Unique to DSS
- Pros and Cons of Different Types of Media
- Your stories
Here’s What Ran on the Same Station During the Evening News

[Video]

Should I Even Talk to the Media?

- Know your campus policies
- "Attempt" to keep things on your terms…
  - In writing only, must be recorded etc.
- Always inform your administrators
- It can be extremely beneficial to you and your students
  - Increased numbers = job security
  - Encourage other students to get help especially resistant groups
  - More advancement opportunities

Postsecondary Media Relations

- Media Outlets
  - Campus Media
    - Small distribution but often picked up, student reporters, less anxiety provoking
  - Local Print Media
    - Print historically held to higher ethical standards, small distribution
  - Radio/TV
    - More anxiety, larger distribution, conveys more
  - Internet, Social Media, Blogs
    - Immediate and eternal, trolls, but may be the best way to reach students
Are you the right person?

› Sometimes reporters call around looking for anyone who will answer their questions…
› If you aren’t positive you’re the right person, don’t do the interview!
› Director must be informed of all media requests in our office prior to responding
› Some campuses require clearance from their media offices or other authorities before interviews are granted

Before the interview…

› If you have any concerns, ask a media relations representative from your school to be present for radio/tv spots or to review responses in other formats
› Reporters call and say they have a deadline and need to talk immediately.
   › Don’t ask them to push the deadline, but do see if they can give you at least a half hour or so to prepare at a minimum

Ask for as much information beforehand as the interviewer will share

› Who is the reporter (write down name and media outlet)?
› What’s the topic?
› What created your interest in doing this story?
› Who have you spoken with already, who else?
› How is the story going to be used, when will it run?
Make a Few Notecards

- Prepare 3 or 4 key talking points
- Rehearse, anticipating questions
- Practice staying on message even when reporters try to draw you off message
- Rehearse with the media relations person or at least with trusted friends/colleagues who will give you honest feedback

Present Your Best Self/Message

- Appearance, attitude, attire
- Don’t ramble, keep your message clear and succinct
- Acronyms, other tech speak should be avoided, use lay terms
- Be relatable, show humanity and how the issue your talking about impacts real people like your students/faculty other stakeholders
- Have some facts to back it up

Gotcha Journalist

- BE HONEST
- Silence is the oldest trick in the book, don’t feel like you have to keep talking when the reporter says nothing
- Make it clear that’s all you have to say on that question or respond with silence but be polite
- Watch out for subtle attempts to draw you off topic, stay on message politely
- One more cliché…don’t let them see you sweat
Concerns Unique to DSS
- The comfort animal article
- Can the story be done without compromising FERPA?
- Release form usually required to use student images
- Avoid saying we don’t have the money
- People usually don’t want a legal lecture

The Proactive Approach
- Generate more good news about DSS than bad news
- Identify some good ambassadors for your office
- Build relationships with reporters who cover human interest stories
- Advertise
- Shameless self promotion

Thank You!