

The Foundation – Things you should know for Effective Media Engagement and Interviews

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Quiz

True or False:

- Moderate alcohol drinking is associated with lower risk of stroke in women.
- Ditched sexually-starved fruit flies hit the bottle just like humans.
- The risk of type 2 diabetes is significantly increased if white rice is eaten regularly.
- March 25-31 was “Root Canal Awareness Week”
- _____ is the leading preventable cause of death, disease, and disability in the US.

Immunization and the News – Common Scenarios

- Pertussis outbreak in community (i.e., a VPD outbreak)
- Promoting influenza vaccination
- CDC survey finds state's childhood immunization rates are among the lowest in the country
- Using personal stories to promote immunization

- Some questioning need, value of a specific vaccination or vaccination overall
- New immunization resources available for parents
- Back to school – need for vaccinations, being up to date
- Upcoming infant/childhood immunization push
- New study finds infant and childhood vaccines cost effective
- April 24-30 is “National Infant Immunization Week”

Successfully Navigating in the World of the News Media

- News media vs. other things
- News media and me??? How can that happen?
- Getting news media attention - how hard can it be?
- You want media interest, coverage – Why?
- Three questions
- News media “conventions” matter
- Caution Advised☺
- A framework to guide you

News Media vs. Other Things

News media

- Umbrella term that's used to include all forms of expression of “news”
- Focus on delivering news to a public/broad audience or specific targeted audiences
- “Earned,” not purchased
- Articles, stories, editorials are typically the work of “third parties,” e.g.,
 - Assigned, reviewed and “accepted” by editors
 - Written by reporters/journalists

Some “other things”

- Advertising or purchased media time/space
- Public relations
- Health communications
- Campaigns
- Social marketing
- Internal or employee communications
- Websites / web-based media
- Social media
- Mobile media
- Risk communication

Risk Communication

- Principles, best practices for conveying safety or risk-related information
- Emphasizes
 - Empathy and caring
 - Acknowledging uncertainty
 - Sharing dilemmas
 - Foreshadowing possibilities, including change in guidance
 - Giving people things to do
- Often a good foundation for communicating with media and public

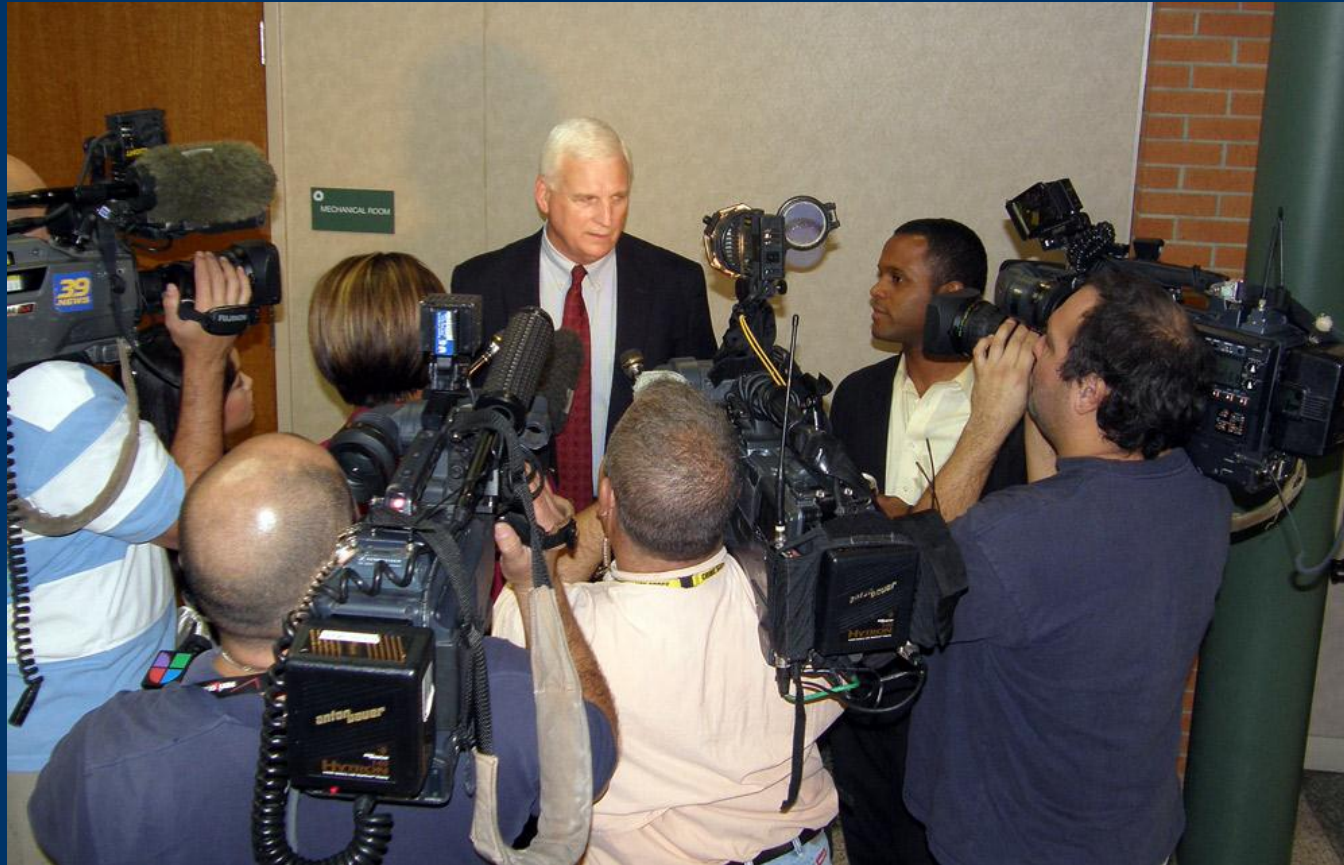
News Media and Me???

How can it happen?

You are the director of an important, highly visible entity – or your organization is locally known/visible (at least to the media)



You or your organization has done something really newsworthy



(Though FYI, most interviews actually look like this. . .



Your research, article, effort is highlighted
to media or found by media
(e.g., one or a few reporters/journalists)

A screenshot of the CDC MMWR Dispatch page. The header includes the CDC logo, "CDC Home", "Search", and "Health Topics A-Z". The main title is "MMWR™" and the subtitle is "Dispatch". The date is "April 21, 2009 / 58 (Dispatch); 1-3". The article title is "Swine Influenza A (H1N1) Infection in Two Children --- Southern California, March--April 2009". The text of the article is as follows:

On April 17, 2009, CDC determined that two cases of febrile respiratory illness occurring in children who resided in adjacent counties in southern California were caused by infection with a swine influenza A (H1N1) virus. The viruses from the two cases are closely related genetically, resistant to amantadine and rimantadine, and contain a unique combination of gene segments that previously has not been reported among swine or human influenza viruses in the United States or elsewhere. Neither child had contact with pigs; the source of the infection is unknown. Investigations to identify the source of infection and to determine whether additional persons have been ill from infection with similar swine influenza viruses are ongoing. This report briefly describes the two cases and the investigations currently under way. Although this is not a new subtype of influenza A in humans, concern exists that this new strain of swine influenza A (H1N1) is substantially different from human influenza A (H1N1) viruses, that a large proportion of the population might be susceptible to infection, and that the seasonal influenza vaccine H1N1

Adult Vaccination Coverage:
United States, 2010

You make an interesting presentation at a conference or meeting where reporters are present



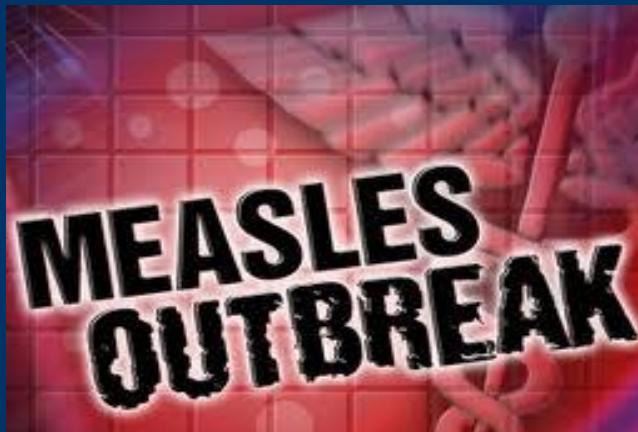
You or your organization has expertise or involvement in the topic



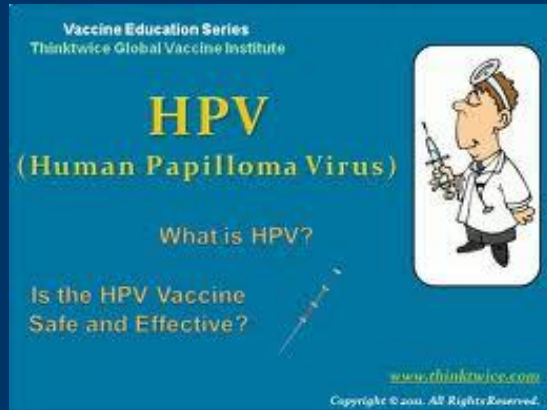
HAND, FOOT & MOUTH DISEASE

- Over 3,300 reported cases till Mar 14 so far
- 20% more than last year
- Week 8-14 Mar: 511 cases
- Mostly Enterovirus 71

Financial Information
Over 13.75
tend yields of Asian financial instituti



You're involved with something deemed newsworthy. . .



Other Common Ways Coalitions or Organizations Can Encounter or Get News Media Attention

- Something about the organization
 - Unique or unusual mission, activities, event
 - There's a good story (e.g., human interest)
- A reporter wants a reaction or needs “the other side”
 - To a new study or finding
 - To a proposal / proposed law / to a proposed change
- A new initiative (e.g., campaign)
- An upcoming event
 - A potentially contentious meeting
 - A fundraiser, community event, a “day” or “week”

Potential Roles:

Spokesperson, Subject Matter Expert, Yourself

- Spokesperson:
 - Representing and speaking for an entity or organization
 - Your messages are the organization's messages
- Subject matter expert:
 - Representing and speaking from perspective of science or field of expertise
 - Focus primarily on what's known and/or published
- Yourself:
 - Representing you/your family – your views, experiences
 - Be mindful of others' potential perceptions (e.g., seeing you as representing an organization's views)

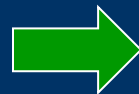
“Pitching a story” isn’t the same thing
as “providing a quote”

How hard can it be?
(to get news media interest)

Can't You Just Issue a Press Release?



After all, it's a pretty powerful tool. . .



New
York
Times

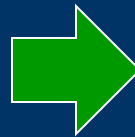
USA
Today

The
Evening
News

Stevens
Point
Journal

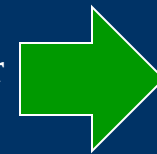
L.A.
Times

Yahoo
News



Lots (e.g., millions)
of people:

- 1) See, hear, read stories that contain primarily your key messages;
- 2) Actively consider those messages;
- 3) Accept the messages as personally meaningful and the "truth"
- 4) Change or drop any contrary previous beliefs or preferences they may have



Immediate,
Large-scale,
and Lasting
Behavior
Change for
the Better

“Atom Interferometer Provides Most Precise Test Yet of Einstein's Gravitational Redshift”

News From the Field , February 17, 2010, National Science Foundation

Using an atom interferometer, University of California, Berkeley, scientists have tested one of the foundations of Einstein's general theory of relativity: that time slows down in a gravitational field. Their experiment proves that Einstein was correct with 10,000 times more precision than previous experiments. They achieve this precision by comparing the interference between matter waves separated by $\frac{4}{1000}$ inch.

UC-Berkeley Press Release

- While airplane and rocket experiments have proved that gravity makes clocks tick more slowly — a central prediction of Albert Einstein's general theory of relativity — a new experiment in an atom interferometer measures this slowdown 10,000 times more accurately than before, and finds it to be exactly what Einstein predicted.
- The result shows once again how well Einstein's theory describes the real world, said Holger Müller, an assistant professor of physics at the University of California, Berkeley.
- Far from merely theoretical, the results have implications for Earth's global positioning satellite system, for precision timekeeping and for gravitational wave detectors, Müller said.

Press Releases / Any Media Outreach

- Know the media outlet, reporter(s)
- Good headline (or subject heading) – needs news, needs to convey this is worth looking at
- Good lead paragraphs (i.e., strong, well crafted messages)
- Good quote
- You have 2-3 paragraphs max

Warning☺ Communicating is often harder than it seems (or you want it to be)

- Message creation and finalization usually take time and effort (e.g., multiple drafts, rewrites)
- Words often have different meaning and connotations for news media and public audiences (“never before,” “first,” “just learned,” “safe,” “common,” “rare”)
- Spokesperson delivery matters (e.g., empathy, credibility, sincerity)
- Managing an issue or changing social norms usually won’t happen with a single interview, article or quote

You want media interest, coverage –
Why?

Common Reasons for Seeking News Media Attention

- “Publicity” / (increased) visibility for organization, event, etc.
- Media (i.e., some journalists, reporters, media outlets) are very likely to be interested or deem newsworthy
- Help shape or “frame” issue, how issue is thought about
- Help “manage” an issue
- “Educate” or increase awareness of – reporters, public, specific population – to a finding, program, recommendation, new report, new initiative, your position on an issue, etc.
- Establish/build/maintain reputation (e.g., as expert, as important program or effort, as doing good things)
 - “Third party endorsement”



I'd rather have
a root canal...

...than stop eating ice cream
...lose a tooth
...or live with pain.

March 25-31 is Root Canal Awareness Week

“Root Canals Are the Answer for 69% of Americans Fearful
of Losing Their Natural Teeth”

While 63 percent of Americans would like to avoid getting a root canal, even more, 69 percent, want to avoid losing a permanent tooth—something a root canal procedure can help to prevent. A January survey of 1,014 U.S. adults by the American Association of Endodontists found that Americans want to avoid losing a permanent tooth more than getting the flu, paying taxes or speaking in public.

During Root Canal Awareness Week, March 25-31, the AAE wants to dispel myths surrounding this dental treatment and encourage patients who need a root canal to see an endodontist to save their natural teeth. Endodontists are highly skilled specialists in performing root canals and diagnosing and treating tooth pain. Their mix of advanced training, techniques and equipment improve patient comfort, ease anxiety and alleviate pain.

“We’ve all heard the saying, ‘I’d rather have a root canal...’ used in a negative way. But ask a patient who has completed root canal treatment how it was and you’ll hear things like, ‘My root canal was painless,’ ‘The root canal was much better than I expected,’ and ‘My endodontist explained everything that was happening during the procedure’.”

Dr. William T. Johnson

President, American Academy of Endodontists

News media are often a “channel” to many different audiences

Potential Audiences include. . .	. . . And each may have different messaging needs and interests.
Reporters and journalists	e.g., need a story will interest their audience and meet editorial demands
Editors	e.g., a new or different take on the issue, a “watchdog” perspective
Public (or segments of the public)	e.g., how does this matter to me?
Policy makers (e.g., local, state)	e.g., is this something we need to engage on, get involved with?
Employees	e.g., how will we be affected? Will we?
Shareholders	e.g., will this impact my investment?
Partners / external stakeholders	e.g., does this impact us?

News media are often a poor channel for. . .

- Reaching all or even most key audiences (e.g., all your desired population groups)
- Getting out the messages you want, when you want them, and how you want them
- Information that's not new – or not significantly different
- Achieving your program goals or outcomes (e.g., long-term education, large-scale knowledge, attitude, behavior change)

Question 1:

What are the goals/purposes
of the news media? Of news stories?

Primary Goals/Purposes of News Media

- Generate revenue, make money
- Attract an audience that enables you to generate revenue and make money
 - Subscribers – i.e., people will be willing to pay you for your content
 - Attractive to advertisers – i.e., large enough and/or type of people sought
- Influence/support beliefs, values, actions, behaviors
- “Watch dog”

Question 2:
What is “news”?

News Media Need News, which means. . .



Cash-strapped states want workers to pay more of their health care and pension costs. But some states are going further, trying to end unions, CNNMoney reports.

- Of interest/relevance to the medium's audience
- Controversy / Criticism
- Contradiction
- Confrontation
- Catastrophe
- The Unexpected
- Gossip / Scandal
- Breakthrough
- Human Interest
- Entertainment

Is this news?

Today's Random Medical News

from the New England
Journal of
Panic-Inducing
Gobbledygook

JIM BORGMAN



CAN CAUSE



IN



ACCORDING TO A
REPORT RELEASED
TODAY....

NEWS

Some press releases issued March 16-20

- “Absenteeism can be strongly influenced by supervisors”
- “US Department of Labor's OSHA revises Hazard Communication Standard”
- “White patients get better pain-related treatment from some doctors,”
- “Cheesecake Factory expands sub-600 calorie items on SkinnyLucious menu”
- “Moderate drinking associated with lower risk of stroke in women,”
- “White rice ups diabetes risk”
- “Sexual Deprivation Increases Ethanol Intake in Drosophila”
- “Dr. Richard Birkel to Lead NCOA's Center for Healthy Aging”
- “HHS: Health reform helps more than 5.1 million people with Medicare save over \$3.2 billion”

“US Department of Labor's OSHA revises Hazard Communication Standard”

WASHINGTON, March 20, 2012 /PRNewswire-USNewswire/ -- To better protect workers from hazardous chemicals, the U.S. Department of Labor's Occupational Safety and Health Administration has revised its Hazard Communication Standard, aligning it with the United Nations' global chemical labeling system. The new standard, once implemented, will prevent an estimated 43 deaths and result in an estimated \$475.2 million in enhanced productivity for U.S. businesses each year.

"Exposure to hazardous chemicals is one of the most serious dangers facing American workers today," said Secretary of Labor Hilda L. Solis. "Revising OSHA's Hazard Communication Standard will improve the quality, consistency and clarity of hazard information that workers receive, making it safer for workers to do their jobs and easier for employers to stay competitive in the global marketplace."

“Government Requires New Labels for Bad Chemicals”

The Obama administration announced long-awaited regulations to improve labels on hazardous chemicals and make them conform with international guidelines developed by the United Nations.

The Occupational Safety and Health Administration estimated that such labels could prevent more than 40 deaths and about 500 workplace injuries and illnesses from exposure to hazardous chemicals each year.

Assistant Labor Secretary David Michaels said labels will be easier to understand and less confusing, especially for low-literacy workers. About 43 million U.S. workers come in contact with hazardous materials on the job.

OSHA officials said that by ending the duplication, the industry could save more than \$475 million annually in training costs and paperwork.

Question 3:

What is a story? What are the characteristics of a good story?

Characteristics of a good story

- Conflict
- Controversy
- Contradiction
- Confrontation
- Catastrophe
- Unexpected
- Drama
- Suspense
- Gossip / Scandal
- Emotion - love, hate, reconciliation
- Novel, unexpected elements, developments
- Sides in opposition
- Relevant to your interests
- Villian(s), victim(s), hero(es)

A good setup (e.g., headline)

CDC press releases:

“Many young children overdosing from medicines at home”

“Rotavirus vaccination leads to large decreases in health care costs and doctor visits”

“Melanoma skin cancer has costly and deadly impact on America”

Recent news stories/articles:

“Bacteria From Mouth Can Lead to Heart Inflammation”
(Healthday, March 25)

“As Hoverflies grow, so do their acting skills,” New York Times

“This Just In: Healthy People Live Longer, Study Finds,” ABC
News Blog

Good dialogue (e.g, quotes)

With Number Of Ticks On The Rise, This Season Could Be 'Horrific' (NPR)

Fox News spoke to Richard S. Ostfeld, a disease ecologist at the Cary Institute for Ecosystems studies, who explained that in 2010 there was a huge crop of acorns and those acorns led to a big mice population. Ticks had a field day feeding on mice. But last fall, there was a much smaller acorn crop, which led to a smaller population of mice. Now, Fox reports, "this large tick population has grown into nymphs and are ready for their next meal."

"This spring, there will be a lot of black-legged ticks in our forests looking for a blood meal. And instead of finding a white-footed mouse, they are going to find other mammals—like us," Ostfeld told Fox.

Keep in mind. . .

"Reward" 

Risk 

"Safe"  Little, less or no
attention

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- “Dr. Richard Birkel to Lead NCOA's Center for Healthy Aging”
- “HHS: Health reform helps more than 5.1 million people with Medicare save over \$3.2 billion”

“Deprived of sex, jilted fruit flies drink more alcohol”

Sexually deprived male fruit flies exhibit a pattern of behavior that seems ripped from the pages of a sad-sack Raymond Carver story: when female fruit flies reject their sexual advances, the males are driven to excessive alcohol consumption, drinking far more than comparable, sexually satisfied male flies.

Now a group of scientists at the University of California, San Francisco (UCSF) has discovered that a tiny molecule in the fly’s brain called neuropeptide F governs this behavior—as the levels of the molecule change in their brains, the flies’ behavior changes as well.

Flies in the laboratory will normally drink to intoxication if given the choice, but this behavior is altered when neuropeptide F levels are altered in their brains because of their sexual experiences. Mated flies are less likely to seek out such rewarding experiences. Rejected flies, on the other hand, had lower levels of neuropeptide F in their brains, and sought alternative rewards by drinking to intoxication.

Resulting headlines included. . .

- “Sex-deprived male fruit flies drink more,” San Francisco Chronicle, MSNBC
- “Barflies: Sex-deprived male flies go for the booze,” Yahoo.news
- “When Fruit Flies Strike Out, They Like To Booze It Up,” National Public Radio
- “Sex starved male fruit flies prone to alcoholism, study shows,” The Daily Caller

Fruit fly hitting the bottle



News Media Conventions – i.e., their operating realities and practices - Matter



News media realities

- Competition for media attention is constant and fierce
 - Dozens of press releases, e-mail pitches each day
 - Reporters and editors like efficiency (e.g., telephone briefings, e-mail)
- You're invested in the subject – they usually are not
 - Short – and very real -- deadlines
 - Reporters and editors aren't looking to invest a lot time, effort in most articles/stories
 - For most things, news interest and coverage is fleeting (i.e., a “one-day” story)
- Media outlets, reporters, often want and need, their stories to be different from the competition
 - Different angle, quotes and/or emphasis
 - “Exclusives” / Being “first”
- Most stories are relatively short – 400 words, 60-90 seconds
 - Thus, they need and want “sound bites” (and often not from the press release)
 - Not much of what you say will end up in quotation marks

Sound Bites, Quotes, and Key Messages

■ Framing matters

"The 40-year decline in tobacco in the United States has stalled. The industry has gotten even better at sidestepping laws designed to get people to stop smoking. They ensure that every cigarette they sell is designed to deliver nicotine quickly and efficiently to keep people addicted."

■ How you say what you say matters

"This saves lives" vs. "This intervention has the potential to be impactful."

■ Health messages need to be strong and clear

"The threat of untreatable infections is real," says Arjun Srinivasan. "Although previously unthinkable, the day when antibiotics don't work in all situations is upon us. We are already seeing germs that are stronger than any antibiotics we have to treat them, including some infections in health care settings."

Media differ. . .

- For TV, how you look and speak matters
- Television needs good visuals – and usually not interested in a “bunch of people standing around”
- Print health and science reporters often value embargos
- Live TV and radio shows need engaging entertainment (e.g., people with highly divergent and/or extreme views)
- Good visuals or pictures can help

The Bat Cave. . .



Science in the field



Caution Advised

- Absolutes (e.g., never, first)
- Numbers – such as your data or findings
 - No story (e.g., they went up/down why?)
 - No characterization (e.g., good news or bad? Surprising or not?)
- Other people's studies, conclusions, recommendations (e.g., when they appear to conflict with yours)
- Predictions, especially ones that provide specifics
- Commenting on some other person or entities' efforts or views

A Framework to Guide You

Five Planning and Preparation Steps

- Communication / media objectives (e.g., what are you trying to accomplish?)
- What are your 2-5 “key messages” for a broader audience – and what is the story they tell?
- Target audience(s)- who needs to hear the messages? What is/are the best way(s) to reach them?
- What’s the “news” here? Would this make the news? Why? What’s the desired headline? Lead sentence?
- If you get news media interested, 1) what are they likely to ask, 2) what else could they ask about or focus on, and 3) will their story be the same as yours?

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- New immunization resources available for parents
- Back to school – need for vaccinations, being up to date
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Thanks!

“I’m Eating my Cookie!”

