Indiana
Department of Local Government Finance

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Media Relations 101

Mary Jane Michalak and Amanda Stanley

January 2011

The Challenge

"The challenge in media relations is to find the right journalists, and earn their trust through understanding their needs, factual information and a healthy measure of good humor."

- David Henderson

Media Relations from a Journalist's Perspective

THEY WEAR GLASSES!
THEY SPORT LIFE JACKETS!
THEY COOK IN FUNNY HATS!
MEDIA – THEY'RE JUST LIKE US!
THEY CHAT AT THE HAIR SALON!
THEY HAVE FISHY FRIENDS!

What do the "Media" want?

Exclusives!

Anytime!

Anywhere!

Relevant!

The Best!

13 WTHR - Indianapolis News | Indiana Weather | Sports - Microsoft Internet Explorer

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• FLOOD WATCH in effect for: • Tippecanoe County, IN • Carroll County, IN • White

BREAKING NEWS

One dead in Hamilton County crash

One person is dead following a crash in northwestern Hamilton County Monday. More>>

SKYTRAK WEATHER

CANCELLATIONS AND DELAYS: 1 announcement now posted. Click here for the location.

Currently:
Indianapolis
85°
Partly Cloudy

Weather Alert - Sign Up

Radar/Satellite
Local Forecasts
Weather & Traffic cams

RE/MAX of Indiana

Extended Forecast
Personal Forecast
Interactive Radar
Weather Blogs
Weather Bug

Evansville student involved in fatal crash mix-up

It's another case of mistaken identity involving an Indiana college student.

Pentagon scrambles to assess Wikileaks damage

One arrested in Fishers American Legion break-in

Brickyard to drop admission price for 2011

Two dead in Brownsburg house fire

EYEWITNESS NEWS VIDEO

New Videos | Skytrak Forecast | Most Popular

Eyewitness News Webcast 00:59

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BP CEO change 01:30

SkyTrak Weather Forecast 02:53

Fumes sicken people 03:28

Mistaken identity 02:50

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WSBT ALERT
School Closings & Breaking News
Right to Your Cell Phone
Great Lakes
HEATING & AIR CONDITIONING

UPDATE: I-94 about to reopen after cattle hauler crashes, burns

Westbound motorists on I-94 are being diverted off at the Michigan City/U.S. 421 exit Tuesday morning while cattle and a wrecked semi are being removed. Police anticipate the highway will re-open at 7 a.m. CDT. Comments (7)

RELATED CONTENT

- Boy, 4, dies in crash near Three Rivers
- Air show goes on after jet crash
- Arizona officials ID wrong crash victims in fatal accident
- Mysteries persist a year after crash that killed 8
- Couple's test drive ends in crash — into own home
- Man crashes into Elkhart County barn

Top Video

- Inside the Elkhart County Fair
- TRIBUNE SKYPE: South Bend proposed shredder
- Governor agrees with plan to eliminate fire department
- Meth in Marshall County

Pink Pack
Essentials for Early Breast Cancer Awareness

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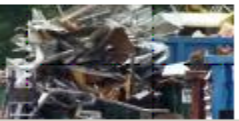
Breaking News Headlines

- Main break leaves New Carlisle without water
- Indiana avocates group warn Medicare rebates scams
- UPDATE: I-94 about to reopen after cattle hauler crashes, burns
- Mishawaka police respond to burglary report

Main break leaves New Carlisle without water

NEW CARLISLE – Water customers in the Town of New Carlisle will be without water until approximately 8 a.m. Tuesday, as crews work to repair a main break. Comments (0)



Company looking to put car shredder in South Bend

Watch the story

SOUTH BEND — Jim Parker hopes lots of his neighbors come to a Board of Zoning Appeals meeting next week to speak out

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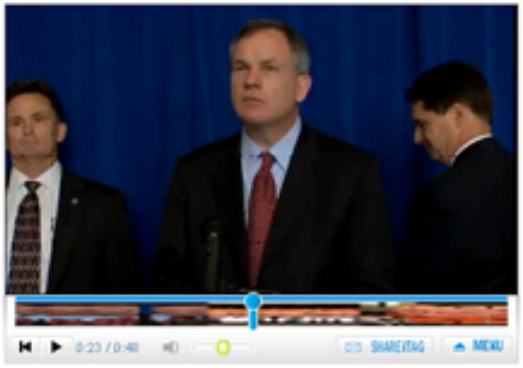
Fitzgerald: No Comment On Blago

July 22, 2010 - 2:12 PM | by: Robert Lee

CHICAGO- The U.S. Attorney responsible for bringing the charges against the former Governor of Illinois, refused to share any reaction today on the case as it heads to closing arguments on Monday. " You can keep asking questions, but your going to get the same non-answer," said Patrick Fitzgerald today at a joint FBI, U.S. Attorney and City of Chicago Police press conference on a large drug and weapons bust in Chicago.

The former Governor's defense rested yesterday without calling any witnesses including the former Governor himself, saying the prosecution never proved their case or brought on the expected witnesses, bringing to a close a trial that had been expected to last much longer.

Watch the clip here and a portion of yesterday's courthouse press conference.



U.S. SENATE

Weekly Standard Reporter Shoved Outside of Democratic Fundraiser

Published January 13, 2010| FOXNews.com

Print Email Share Comments (141) Recommend Text Size

A supporter of Senate candidate Democrat Martha Coakley helps journaliet John McCormack of The Weekly Standard as Coakley looks on as she was leaving a fundraiser in Washington, Tuesday, Jan. 12, 2010. (AP)

The rough-and-tumble world of politics was on full display Tuesday night when longtime Democratic strategist Michael Meehan was caught on videotape shoving a reporter for the Weekly Standard into a metal railing, reportedly giving him a large tear in his pants.

When a reporter calls….

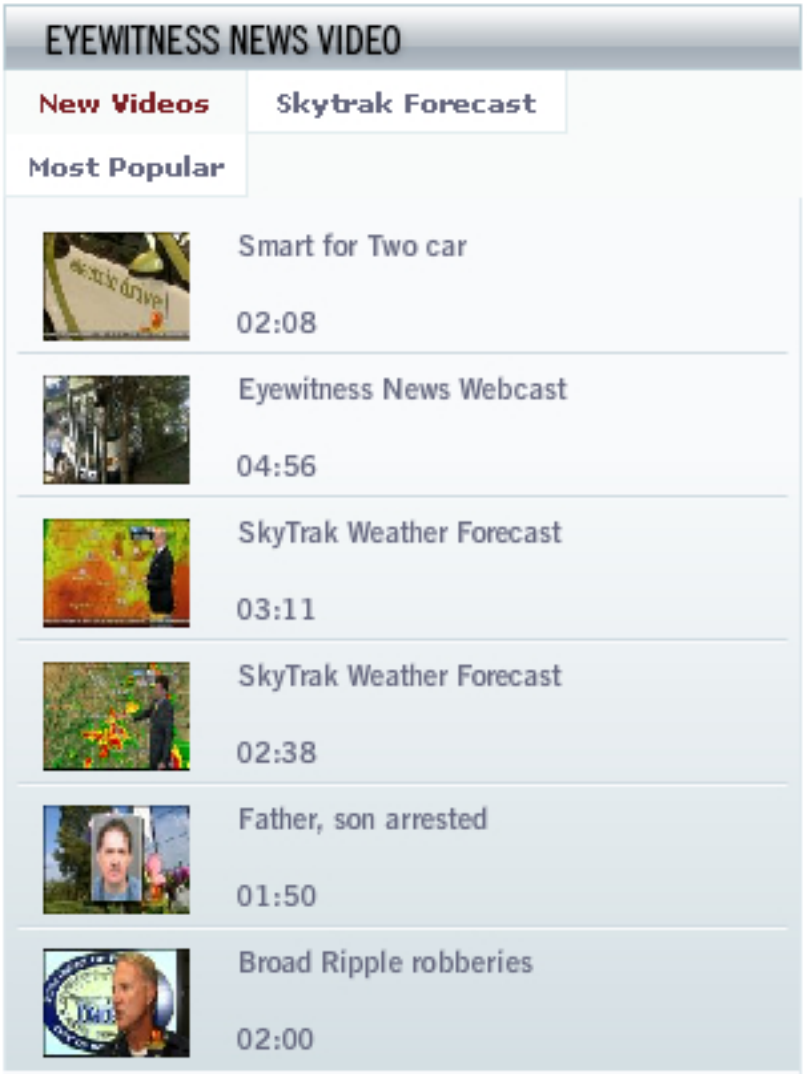
- Relax!
- Identify the reporter.
- Ask questions.
- Take time to prepare.
  - Gather your notes.
- Return calls promptly.

Interviews

- Types
- Before the Interview
  - Preparing
  - Dressing
- During the Interview
- After the Interview

Types of Interviews

- TV News
- Radio News
- Radio Talk Show
- Newspaper



Preparing

- "Media Standby Document"
- Message Strategy
- Practice

Dressing

EXCLUSIVE

TODAY EXCLUSIVE
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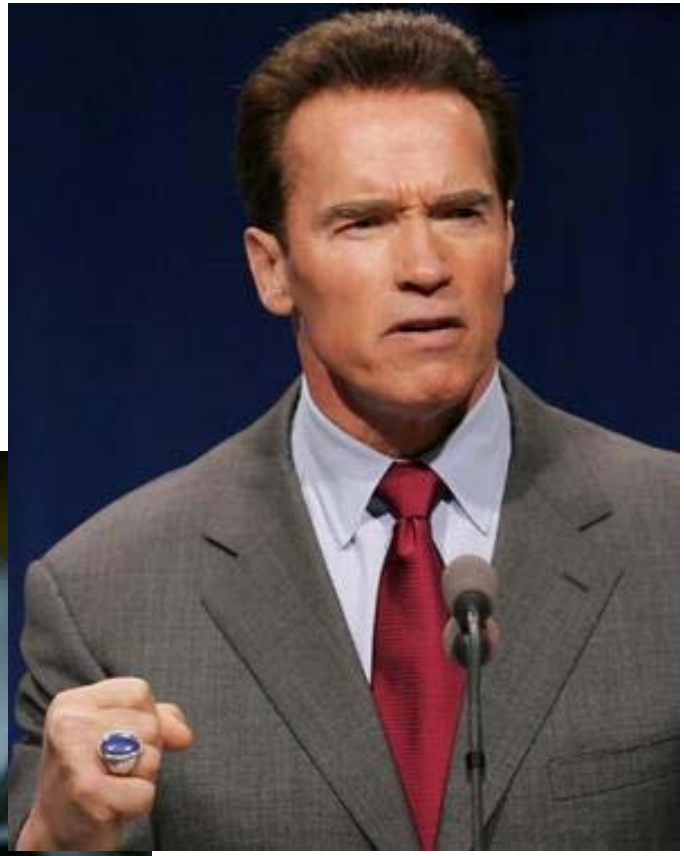
During the Interview

- Posture, Body Language
- Face, Voice and Tone
- Delivering your message

Posture / Body Language

Face / Voice / Tone



Delivery

Never-Never Land

- Never lie.
- Never say “no comment.”
- Never repeat negative statements.
- Never rush to answer.
- Never speculate.
- Never fill dead air.
- Never use jargon.

After the Interview

- Follow up
- Evaluate
- Correct errors
- Thank you

Contact the Department

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