

SAVE THE DATE

October 18-20, 2022

RAPID CITY, SD

37th Annual
North Central Regional
**LOCAL ROAD
CONFERENCE**



Communicating with the Media

Helene Duhamel



37th Annual North Central Local Roads Conference

Rapid City, SD - October 18-20, 2022

OVERVIEW

- News Outlets
- Narratives
- Interviews
- Press Documents
- Building Relationships

NEWS OUTLETS

- Regional TV
- Radio
- Local and Regional Newspapers
- Social Media

LOCAL NEWS

- Local news crews are:
 - Overworked
 - Underpaid
 - One-person crews
 - Hungry for local content
 - You need them. They need you.
 - This helps YOU create a story and control narrative

CONTROL THE NARRATIVE

- Make sure to know the topic/scope of discussion before speaking to reporter
- Maintain message discipline
 - Don't veer into other topics
 - Hold company line, not personal opinion
- Keep questioning focused
- Show confidence, earn trust

WHO'S TALKING?

- Have specific staff who will speak to media
 - Elected official
 - Communications Lead
 - Front-line employee who is media trained/trusted
- Make sure that other employees know that they are not to speak on behalf of the organization, nor provide answers to reporters or media related to company business

INTERVIEW PREP

- Practice, practice, practice
- 3 talking points
- Prepare with questions you expect them to ask
- Have short line you want to use- memorize it!
- Eliminate “umm,” “uhh,” and “like”
- Avoid using acronyms, industry jargon, “no comment”

THE SOUNDBITE

- Short clips for interview that will make/break argument
 - 7-10 seconds
 - TV stories don't exceed 1:20
 - Radio interviews average :45
- Good soundbite can be used to preview or recap an interview, living on longer than the meat of the interview
- Make sure it carries the weight of the narrative

INTERVIEW OPTICS

- Dress the part
 - In-studio TV is different than worksite visit
- Branding
- Backdrops
 - Make sure they show positive message
- Lighting/Audio



Room Rater @ratemyskyperoom · 17h
 Stop what you're doing. Donate to your local PBS station. 10/10
 @WmBrangham



144 136 2.8K



Room Rater @ratemyskyperoom · 17h
 This is bad. As in not good. Any other set up-even a blank wall-would be an improvement. 2/10 @nayyeroar



37 7 396



Room Rater @ratemyskyperoom · 4h
 Color. Art. Balance. @IAmAmnaNawaz nails it. 9/10



11 9 345



Room Rater @ratemyskyperoom · 12h
 This is either another hostage situation or it's an audition for a home makeover show. 2/10 @bkesling.



26 15 433

PITCH

- Bring them more than a press release
- Give them another angle
- Provide stories and content during slow news cycles
- Can be as simple as a text or email to local reporter

INTERVIEW BASICS

- ALWAYS tell the truth
- Answer the question, but not overly broad
- Conversely do not provide too short an answer - provide soundbite
- Admit if you're not sure
- Never be dismissive of a question, try to rephrase your angle
- Stay positive and sound confident

THE ONE-PAGER

- Assists reporters - provides facts without them needing to research
- Makes sure facts used are correct
- Allows you to highlight items that aren't obvious
- Helps YOU control the narrative
(infographics, bullet points, logo)

THE PRESS RELEASE

- Requires a descriptive, concise title
- Body should focus on facts
- Smart to include quotation from company leader
- Be sure to include point of contact, date
- Comprehensive press list required

BUILDING RELATIONSHIPS

- Meet your local reporters
- Connect with them at local events
- Ensure they attend events
- Offer tours, behind-the-scenes access
- Off-the-record opportunities
- YOU become local expert, positive rep, credibility, trust

Social Media Management

- [Hootsuite Manager](#)
- [Facebook](#)

More Information

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